



ROHSTOFF HANDEL

POSITION: SALES MANAGER (BEVERAGE)

LOCATION: Maryland, Lagos.

JOB BRIEF

We are currently looking for a qualified Sales Manager in the drinks and beverage industry who will excel at creating and closing new opportunities to increase sales by identifying leads and transforming the leads to sales.

The candidate for this position will excel at creating and closing new opportunities. By using a consultative approach to selling, this person will use their expertise to identify and qualify leads, leading to sales opportunities with both new and existing customers.

KEY RESPONSIBILITIES

- Achieve growth and hitting sales targets by successfully managing the sales team
- Design and implement a strategic sales plan that expands company's customer base and ensure strong presence across all company products
- Recommend, implement and deliver key sales and marketing plan as per agreed strategy
- Maintains and expands modern trade customer base; building and maintaining rapport with key customers; identifying new customer opportunities.
- Drive brilliant sales agenda by ensuring Distribution, Availability, Pricing and Visibility of all company products in relevant trade channels – Wholesale, Retail, Supermarkets, National Accounts & HORECA
- Responsible for driving, delivering profitable business relationship with On-trade, National / Regional off-trade accounts
- Develop and lead effective go to market model for market; develop and manage strategies to promote company sales such as in-store activations, merchandising, sell-out plans with the accounts manager.
- Directly manage major and critical developing customer accounts, and coordinate the management of all other accounts
- Supply management with reports on product needs as laid down by the customers.
- Work directly with the Sales team to achieve sales targets and outcomes within schedules.
- Deliver company's sales & marketing plan within set time parameters as it applies to whole business, cost effectively and efficiently, using the allocated resources
- Provides timely, accurate, market intelligence to formulate pricing strategy and implement approved pricing structure on all company products, while striving to maintain maximum profit margin.

REQUIREMENTS

- Minimum of HND/B.Sc with 3 years' experience in similar role; preferably in Fast Moving Consumer Goods, Open Market Sales Operations, Distributors management etc.
- Previous or present experience in the drink and beverage industry is an added advantage.
- Previous or present experience as a Key Accounts Officer, On-trade, Off-trade and/or HORECA.
- Good knowledge of territory; proven experience managing a high-performance sales team
- Hands on experience with CRM software and MS Office.
- Understanding of sales performance metrics.
- Excellent organizational and multitasking skills.
- Ability to work under strict deadlines.
- Excellent communication and negotiation skills.

METHOD OF APPLICATION

Interested and qualified candidates should send their CV and cover letter with the title as "Sales Manager (Beverage)" to jobs@rohstoffgroup.com