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| **SALES EXECUTIVE** | **FIRST BLENDS LTD.** |

**Job Description**

This job description is only a directive to facilitate and to bring clarity of your role and expectation of the Management out of it.

You may also be assigned jobs other than this as and when need arise. Also management can make changes in the Job Description as per the need of the business and time and the same will be communicated to you through appropriate medium.

At any point of time if you feel that your job description is not relevant to the job you are performing please feel free to approach your RA / HR and we will take the necessary action accordingly.

Any approach of taking excuse from a necessary job by saying that it is not mentioned in the description will be consider as violation of your professional conduct and may be treated as indiscipline.

**Job Introduction -**

1. Title: Sales\_Executive
2. Department: Sales / Business Development
3. Product Segment: Bakery Ingredients, Bread Improvers
4. Functionally Reports to: Sales Manager / Sales Head
5. Administratively Reports to: GM Sales
6. Job Location: Anywhere in Nigeria

**Job Objectives -**

**Sales Executive’s**

Job is **to** maintain and grow sales and gross margin for the product range in line with company budgets and strategic plans. To manage sale of the company's products and services in defined geographical areas.

**Job Requirements -**

1. Well exposed to B2B Marketing and must have exposure in leading a team of 4-5 people.
2. Excessive travelling is required in and around Nigeria/West Africa.
3. As per the need of the business the job is transferrable and posting can be made anywhere in Nigeria/West Africa.

**Job Responsibilities -**

Adheres to all company policies, procedures and business ethics codes and ensures that they are communicated and implemented within the team.

Duties include the following, measurable in terms of time, cost, quality or quantity.

**Strategic Responsibility -** To maintain and grow sales and gross margin for the product range in line with company budgets and strategic plans.

To monitor various projects progress, identify new project opportunities and share regular update with FRT/ART.

**Day to Day Management -** To make regular customer visit for sales development and facilitate customers for various projects and probabilities to boost sales.

To deal with customer grievances and follow-up with technical team for resolution and various customer trials analysis and support.

To coordinate with internal and external parties at the appropriate levels to ensure smooth flow of interaction and transaction.

To assess the various information tools, identify business opportunities, scope of new product development and pinpoint bottleneck areas i.e. market threats, competitors initiatives etc. to further increase sales volume, market share and profitability.

**Sales Growth Targets -** To ensure Sales Targets are achieved as per assigned product and region/key accounts wise through managing the effective sales strategy and follow-up to ensure accomplishment of sales operational plans.

To develop dealer network in each state as per assigned territory/region and promote them for higher coverage in the assigned state.

**Customer Relationship -** To develop good customer base, manager customer relations, facilitate business managers/sales head to organize various business meets/seminars to boost customer intimacy.

**Key Accounts -** To focus actively on Key Accounts and seek support from various functional team/management where appropriate to ensure prompt solution to their satisfaction.

To build accurate and detailed profiling for the key accounts to explore new business opportunities.

**Budget -** To prepare and recommend sales budget and monitor financial performance verses the budget to ensure business alignment.

**Reporting -** To prepare all applicable reports in time for accuracy and in order to ensure that they match the functional requirements, policies and standards.

**Related Assignment -** To perform other related duties or assignment as and when assigned.