



Job Title	Field Sales Execution Manager
Location	Polokwane, Pretoria, Johannesburg, and Durban
Industry	FMCG Commercial Field Sales
Salary	± R 22K p/month (± R 264 p/annum)

Job Purpose

To achieve sales targets in allocated areas, while maintaining strong relationships with fellow team members, service providers and all customers. This role will also drive in-store execution activities that achieve sales growth targets, while managing merchandising execution through merchandisers for defined customers and territories.

Internal Contacts

- Regional Sales Manager.
- Trade Marketing Analyst.
- Category Development Manager.
- Field Sales Analyst.
- System Analyst.
- Trade Marketing Manager.
- Third Party Merchandiser Managers.
- Third Party Merchandisers.
- Key Accounts Managers.
- Informal Trade Manager.

Responsibilities

Planning for Sales Effectiveness

- Identify store objectives to achieve sales growth and volume objectives.
- Investigate and integrate consumer, shopper, customer, and channel insights to identify growth opportunities and propose action plans to influence shopper behaviour.
- Compile an area business plan that is agreed with the Regional Manager and understood by the merchandisers and customers.
- Contribute to both the brand image and customer service orientation in the outlets.



- Understand the category health and nutrition benefits, and brand attributes to enable effective in-store execution.

Sales Execution

- Negotiate the implementation of the objectives with customers, and giving recommendations for increasing sales.
- Use basic selling skills to reach a commercial agreement with customers.
- Manage the outlet order processes by checking stock and stock control figures, negotiating the suggested order with the customer, and authorize volumes.
- Execute action plans in each outlet for sales growth.
- Ensure volume targets are achieved.
- Effectively implement in-store Point of Sales objectives.
- Manage merchandising standards to merchandisers and ensuring that merchandisers files are updated, and merchandiser order cards are completed.
- Manage the back-up storage facilities to ensure that stock is properly handled at all times.
- Put plans in place to rectify any deviations from sales and merchandising standards.
- Achieve sales and market share targets for the predefined area of customers within a specific geographic area.

Policies and Process

- Adhere to all policies and procedures at all times.
- Adhere to the Work in Safe Environment (WISE) Policy at all times.
- Conduct relevant safety training with in-store merchandisers.
- Ensure compliance to Personal Protective Equipment (PPE) at all times.
- Be responsible for the proper usage and management of tools and technology.

Controls

- Manage in-store returns by adhering to the returns policies and procedures, reporting all returns, checking the returns book, and conducting maintenance on the returns book, ensuring that returns do not exceed the targeted percentage.
- Effectively manage close-to-expiry stock to minimise the level of returns.
- Get the relevant authorisation to move expired stock.
- Analyse KPI's and continuously close the gaps between results and objectives.



Relationship Building

- Manage store issues independently by ensuring positive working relationships with customers.
- Manage the Field Sales Force and merchandising staff to maintain positive relations with customers.
- Maintain the lines of communication with the Sales Strategy and Planning Department.

Administration

- Prepare call plans for complex calls.
- Complete sales administration such as preparing relevant reports, and conducting surveys.

Level of Competence Required – Aligned to Global Sales Rep

Competence	Level
1. Category vision development	1
2. Category levers roadmap development	1
3. Channel and RTM Strategy	1
4. Customer portfolio strategy	1
5. Build sales, profit, and cash plan	1
6. Develop high performing teams and organisations	1
7. Selling and negotiation	1
8. In-store execution and POS control	1
9. Measurement and control of total sales plan (KPI's)	1
10. Invent new sales models	1

Formal Learning Required

Qualification Matric

Beneficial Marketing or Business related qualification



Experience

Required	3 Years' Sales Experience
	Sound understanding of the FMCG industry, with dairy focus (advantageous)
	Previous experience in a customer and/or consumer focused role
	Commercial acumen
	Proven negotiation skills

Personal Characteristics and Behavioural Traits

- Action-oriented.
- Goal-oriented.
- Team player.
- Approachable.
- Excellent interpersonal skills.
- Potential to develop into a more senior role.
- Ability to work independently.
- Self-motivated.
- Trustworthy.