

Job Title: Sales Officer / Senior Sales Officer – FMCG (Foods & Confectionery)

Department: Sales & Distribution

Job Purpose:

To achieve sales targets and ensure effective distribution and visibility of products in the assigned territory through efficient retail, distributor, and merchandising management.

Key Responsibilities:

1. Sales & Business Development

- Achieve monthly, quarterly, and annual sales targets for the assigned area.
- Identify and onboard new distributors and retail outlets.
- Monitor secondary and tertiary sales to ensure healthy business growth.
- Implement trade schemes, discounts, and promotions effectively.

2. Market & Distributor Management

- Manage distributor inventory, claims, and collections.
- Ensure timely order booking and delivery execution.
- Conduct regular market visits to assess competitor activity and market trends.
- Maintain distributor ROI and monitor his team performance.
- Ensure product freshness, FIFO compliance, and proper stock rotation across levels.

3. Visibility & Merchandising

- Drive visibility and merchandising as per company norms.
- Ensure product placement, planogram compliance, and brand visibility in all outlets.
- Coordinate with the internal stake holders for POS materials and drive trade activations effectively.

4. Reporting & Analysis

- Maintain daily sales reports (DSR) and share updates with manager.
- Provide feedback on product performance, market trends, and competitor activities.
- Prepare regular daily weekly monthly sales reports and forecasts and take corrective actions for his assigned territory.

5. Relationship Management

- Build strong relationships with Key retailers, distributors, and channel partners.
 - Resolve trade issues and ensure high customer satisfaction.
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Key Skills & Competencies:

- Strong communication and negotiation skills.
 - In-depth knowledge of FMCG sales channels.
 - Proficiency in MS Excel and sales reporting tools.
 - Good analytical and problem-solving ability.
 - Result-oriented with a customer-first mindset.
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Qualifications & Experience:

- Graduate.
 - Minimum 5 years of experience in FMCG sales foods and confectionery business, preferably in General Trade.
 - Experience in distributor handling and team management is must.
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Key Performance Indicators (KPIs):

- Sales volume and value achievement.
- New outlet additions and coverage.
- Distributor performance and claim management.
- Market share growth in assigned territory.