

Sales Representatives-FMCG at HCS Affiliates Group

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Job Description

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HCS Affiliates Group, is a one-stop human resources and management consultancy organization, headquartered in Nairobi, Kenya.

Job Purpose

Ensure achievement of sales, marketing, availability, and visibility in the territory by proper execution of Sales, Marketing and Trade Programme activities in support of the Area Sales Manager.

Reports to: Area Sales Manager

Duties and Responsibilities

Operational Roles and Responsibilities Ensure achievement of volume/brand mix targets, availability, visibility, quality and customer price are within predetermined parameters. Ensure that objectives in terms of availability, volume and customer price of products are achieved. Regularly update customer database of all area customer information and stock rotation. Ensure customer satisfaction in terms of sales in the territory. Adherence to internal credit control systems and policies. Manage and ensure maximum utilization of assigned company resources. Analyse and provide suggestions to the Area Sales Manager on Marketing systems. Identify, monitor and minimize commercial risk. Provide Market intelligence reports on competitor activities

Perform any other relevant duties that may be assigned by the supervisor within the scope of the position.

Key Result Areas:

The accountability areas are as follows; Development of key market shareholding
Attainment of monthly sales targets
Ensure customer satisfaction in the designated area
Gather, analyse and maximise potential growth areas
Effective utilization of assigned company resources
Effective cost exposure and control

Knowledge and Skills Required:

The job holder must possess;

Diploma in sales and marketing or Business-related Field

Bachelor's degree in Marketing or Business-related field (Added Advantage)

Minimum of two years of sales experience in FMCG Field

Proficiency in computer use

Demonstrated knowledge of basic brands

Strong selling and negotiation skills

Good written and oral reporting skills

Valid driving licence with actual driving experience

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