

Market Developer Job Description

Position Information

Job Title:	Market Developer	Reporting To:	Sales Executive
Department:	Area Sales	Indirect Reporting Manager:	Territory Sales Manager
Date:			

Position Purpose / Context

- The role of Market Developer (MD) is to focus on order generation for the provision and traditional foodservice outlets. The MD must be able to influence the daily actions, of the Distributors team, as they relate to product availability; order generation; and in outlet activation, within the assigned outlet.
- The primary role of MD is to activate cooler placement plan (including cooler purity), securing additional in store display and merchandise the products according to the picture of success developed for bronze provision and traditional foodservice outlets.
- The MD must be able to identify the opportunity and build on it resulting to generating incremental volume for the distributor sales team. The individual must work very closely with the account development team to achieve agreed KPI.
- In building customer master list, the MD must assist to recruit the outlet captured from Every Dealer Survey.
- To visit and develop a given set of outlets and to ensure execution versus given availability, cooler, merchandising and activation standards

Key Duties / Responsibilities

- **Market visits**
 - Visit & develop given set of outlets regularly as per a pre-defined sequence and journey plan (~25 outlets/day)
- **Order Generation & meeting volume targets**
 - Generate orders for CCRM SKUs from the visited outlets
 - Meeting category wise volume targets
 - Meeting productivity norms (% outlets billed/ Range selling)
 - Ensuring payment collection as per the set terms
- **Cooler merchandising**
 - Place the cooler in the prime position in the outlet
 - Merchandise cooler & maintain brand order as per standards
 - Ensure cooler is pure and in a clean & working condition
 - Ensure product rotation
- **Warm display**
 - Display products on shelves, cooler tops & equipment as per standards
 - Place display equipment in prime position & merchandise as per stds
 - Display products in a way that breaks the clutter
- **Availability**
 - Ensure availability of relevant SKUs in the outlet as per standards
 - Coordinate with Route Salesman & ensure availability of the right SKU range and mix.
 - Collect pre-sell orders from the outlet

HC/GEN/F30

Rev: 0

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- **Reporting**
 - Submit standard reports as per specified frequency
 - Collect market information as & when asked for
- **Customer Relationship**
 - Build strong business relationships with customers by adding value to the customer's business

Other Duties

1. Exercise responsible and professional behavior at all times and positively representing the Company.
2. Ensure high standards of professional presentation and grooming.
3. Be flexible in your job function and perform any other reasonable duties and responsibilities which may be assigned to you, including redeployment to other department/areas if required, in order to meet business demands and guest service needs.
4. Respond to changes in the Commercial function as dictated by the industry and Company.

Personal Competency Requirements

Core Competencies:

- **Drives Innovative Business Improvements:** Develops new insights into solutions that result in organizational improvements
- **Balances Immediate and Long Term Priorities:** Seeks to meet critical objectives while considering the impact of those decisions and activities on the ability to achieve long-term goals.
- **Delivers Results:** Focuses on the critical few objectives that add the most value and channels own and others' energy to consistently deliver results that meet or exceed expectations
- **Imports and Exports Good Ideas:** Relentlessly seeks, shares and adopts ideas and best practices in and outside the Company and embraces change introduced by others.
- **Develops and Inspires Others:** Builds and maintains relationships that motivate, guide, and/or reinforce the performance of others toward goal accomplishments. Develops self and others to improve performance in current role and to prepare for future roles; seeks and provides feedback and coaching to enhance performance.

Functional Skills:

- Team player and able to work with different level of people.

Related Position Requirements/Qualifications

Education: SPM Qualification and Above

Experience: Min 1-2 years working experience in sales related environment

Language:

Computer:

Capability:

- Good communication skills

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- Team player
- Good negotiation skills

Others:

- Advantage for those with FMCG background (sales/merchandiser)
- Fresh graduates with or without working experience are also encourage to apply
- Possess Own Transport
- Planning and organizing
- Disciplined, systematic & methodical working

Position Dimensions

Quantitative KPI's	
Organizational Impact: (level and nature of contacts within and outside the business)	
Licenses or Certificates	education/ especial experience/ training certificate
Other Requirements	

Approvals:

Position Holder

Direct Manager

Name:

Name: