

Sales Team Leader
Job Description

Position Information

Job Title:	Sales Team Leader	Reporting To:	Zone Sales Manager
Department:	Area Sales	Indirect Reporting Manager:	Zone Sales Director
Date:			

Position Purpose / Context

The position is responsible and accountable to achieve the sales, distribution and merchandising objectives through a team of Sales Representatives and Merchandisers. Responsible at route level for ensuring brand / pack availability at the outlets, communicating promotions, trade schemes, market development, collection of accounts receivables and contact point between company and outlets.

Key Duties / Responsibilities

A. Market Visits

1. Visit & develop given set of selected Top outlets regularly

B. Meeting Volume Targets

1. Coordinate and achieve sales objectives for the assigned routes, outlets and areas by brand and pack on a daily basis
2. Meeting category /product wise volume targets
3. Meeting productivity norms (% outlets billed/ Range selling)
4. Ensure payment collection update as per the set terms

C. RED Action To Optimize RED Score

1. Ensure team appreciate and cultivate a RED action culture in daily engagement with outlets
2. Ensure proper activation as per RED standards

D. People Management (CCRM and Sales Merchandiser Team)

1. Originates the route plan of the team, gain concurrence of the Zone Sales Manager and optimize coverage cost effectively
2. Plan, monitor and implement on placement of company assets in the market (Coolers, Racks and others)
3. Effective implementation of sales, promotional, merchandising and advertising programs as specified and assigned for the specified routes areas and outlets
4. Ensure team adheres to credit policies of the company/distributor and closely monitor the customers' outstanding accounts
5. Ensure good warehouse practices at outlet
6. Accountable for capability building through direct involvement in functional and operational training and learning interventions

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7. Liaison between Sales Merchandisers Team and CCRM

E. Reporting

1. Submit standard reports as per specified frequency
2. Collect market information regularly for continuous improvement

F. Stakeholder Management

1. Build strong business relationships with customers by adding value to the customer's business
2. Develop a good understanding of the customer business and financials
3. Ensures all internal and external correspondence is in accordance with the Company requirements.
4. Maintains safe and healthy working environment by establishing, following and enforcing standards and procedures; complying with legal regulations.
5. Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.
6. Contributing to team effort by accomplishing related results as needed.

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.

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- **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:** STPM/Diploma/Degree-A level pass
- **Experience:**
 - 2-5 years' experience relevant experience in beverage manufacturing environment or any other related field
- **Language:** English / Bahasa Melayu
- **Capability:**
 - Ability to interact with all personnel including from other department
 - Good and effective communication and interpersonal skills.
 - Supervisory and coaching skills
 - Strong Customer Collaboration skills
 - Building effective relationships with trade
 - Effective negotiation & influencing skills
 - Commercial awareness (trade economics)
 - Planning and organizing & Execution focus
 - Disciplined, systematic & methodical working

Position Dimensions

Quantitative KPI's	
Organizational Impact: (level and nature of contacts within and outside the business)	
Licenses or Certificates	
Other Requirements	

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Approvals:

Position Holder

Direct Manager

Name:

Name: