

National Sales Manager

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Company: Global Career Company

Location: Nigeria

Category: other-general

Interviewing for this role during the Careers in Africa London Summit on the 18th and 19th of April 2024

Role Purpose: Continually improve and challenge key deliverables in Sales Strategy, Net Sales, Trade Investment & Distribution, Market Share, Customer Profitability, Distributor Management, Perfect Store, Sales Capability and General Expense Sales. **Main Accountabilities:**

Commercial Strategy and Sales business plans

Lead and steer the development and implementation of a Sales/Commercial Strategy & Plan, forecasts and policies, integrating global/regional sales strategies to local environments and priorities.

Evolve Value Chain to Point of Purchase Shopper

Continually improve and challenge the overall value chain in maintaining profitability, pricing and promotions in line with our BDF competitive strategy as well as general trading terms & conditions.

Key Account Management

Builds and evolves an analysis driven process of customer account management.

Builds long term mutually beneficial relationships with customers based on Core Values.

Responsibility for negotiation and delivery of all elements of pricing and Trading Terms & Conditions.

Distributor Management

Select, appoint, and manage Distributors in our chosen territories where our own operations are not viable.

Continually evolve these relationships as an extension of the business.

Closely monitor stockholding, sell-out data, profitability and other relevant performance indicators.

In Store Operations

Set up and implement clear in store strategy and focus by channel with 3rd party field force.

Manage relationship and facilitate collaborative working environment with 3rd party field force.

Manage Perfect store execution through clear KPI measurement, tracking performance and continuous improvement.

Shopper & Customer Marketing

In collaboration with the Head of S&CM, CEWA, support in the development of the Assortment, Investment, strategy by Category and Channel.

Budget Planning and Control

Directs and controls the approved sales Budgets & Forecasts in order to deliver Net Sales and profit objectives.

Full responsibility for confirmation and delivery of monthly, quarterly and annual Sales and targets.

Control and delivery of all relevant cost budgets.

Leadership – Guide, motivate, develop, manage and build engagement within the commercial team and internal and external stakeholders.

Drive best in class cross functional collaboration and engagement.

Priority focus on developing key talent in the business.

Co-build and sets strategy, direction and enable teams to execute with excellence

Compliance – Ensure responsible, sustainable, and compliant trading and customer/competitor engagement practices are maintained within the organization.

Develop and execute Route to Market plan for Nigeria

Distributor evaluation, selection, Value Chain and Contract finalisation

Steer the regulatory topics and seek resolution them with the support of local, regional and global regulatory team

Personal Specification

University degree

+10 years of significant Sales, Marketing and or Shopper & Customer Marketing management experience within FMCG

Successful track record of excellence at senior level within or leading a Sales/Commercial team in FMCG environment.

In depth experience and ownership of commercial relationships.

Strong people focus and ability in the Leadership and Development of teams

Strong understanding of in store operations

Highly developed negotiation and strategy development skills

Business + Entrepreneurial acumen/Financial Skills

Business Management Skills /Joint Business Planning

Must be able to attend the recruitment Summit in London on the 18th or 19th of April 2024

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