

Britannia Industries

| Position | Territory Sales Incharge |
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| Job Description | <p>Responsible for driving secondary value & volume objectives for the General Trade Channel (GT) in the assigned area</p> <p><u>Key Stakeholders:</u></p> <p><u>Internal :</u> Sales Admin, Depot, Quality</p> <p><u>External:</u> AW & AWSM, Retailers, Wholesalers (W/S)</p> <p>KEY RESPONSIBILITIES:</p> <p>Ensure achievement of secondary sales targets</p> <ul style="list-style-type: none"> · Setting objectives for AW · Breaking objectives for AWSM (beat-wise) · Ensure communication of objectives to AW · Periodic tracking of objectives <p>AW Management</p> <ul style="list-style-type: none"> · Align, support & motivate AW to meet business objectives · Ensure adequate infrastructure & systems · Act as a commercial interface between AW & BIL <p>Coach, manage & evaluate AWSM performance</p> <ul style="list-style-type: none"> · Coach AWSM on BIL best practices & WOW · Train AWSM on Sales Call Process · Evaluate their performance Periodically · Provide on the job support / guidance for addressing territory specific issues <p>Ensure adequate service level in market & build business in existing & new outlets</p> <ul style="list-style-type: none"> · Ensure adequate servicing at dealer points · Maintain relations with existing dealers · Increase the depth and width per dealer · Prospect new outlets · Perform activations as per decided by ASM <p>Execute visibility implementation & Merchandizing</p> <ul style="list-style-type: none"> · Ensure adherence to plan-o-gram · Ensure execution of primary & secondary Merchandizing · Ensure execution of Visibility Implementation <p>Implement launch of new consumer promos / trade schemes & new products</p> <ul style="list-style-type: none"> · Operationalize new product through communication & sampling |

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| | <ul style="list-style-type: none"> · Effectively communicate schemes to AWSM to ensure right sell-in at the dealer point · Track & review performance of new products / schemes <p>Market Intelligence</p> <ul style="list-style-type: none"> · Collect & report required market information on competitor activities like promotions (trade & consumer), service day, off-take, prices, new launches, visibility etc <p>Maintain records & systems</p> <ul style="list-style-type: none"> · PJP data · MIS reporting · Ensure Hub of UDAAN <p>Represent Britannia for consumer complaints</p> <ul style="list-style-type: none"> · Visit consumer to address & sort quality complaints. · Inform Quality about status of complaint |
| About Britannia | <p>Britannia Industries Limited is an Indian food-products corporation based in Kolkata, India. It sells its Britannia and Tiger brands of biscuit throughout India. Britannia has an estimated 38% market share.</p> <p>The Company's principal activity is the manufacture and sale of biscuits</p> |
| Additional Skillset | <ul style="list-style-type: none"> • Market Execution • Business Development • Channel Partner Management • Selling & Negotiation |
| Qualification | MBA |
| Location | Delhi |
| Compensation | As per Industry standards |
| Work Experience | 2-4 years of experience in handling GT Sales Field operations in FMCG industry |
| Contact Person | Interested Candidates, may forward their resume to " ankur.ibs.mba@gmail.com " |