

PASSION TO INNOVATE | POWER TO CHANGE

Area Sales Manager Retail– KZN & OFS

YOUR TASKS AND RESPONSIBILITIES

To achieve profitable results through the regions 3rd party sales and merchandising partner and to ensure successful implementation of the marketing and sale strategies, at regional level This role is also responsible for strong in-store execution across all retail customers

- Achievement of sales targets in identified areas for Retail Accounts as set out and agreed by the Division's objectives
- To manage and oversee the National promotions within the retail environment. Including and not limited to the following accounts - Pick n Pay, Clicks, Dis-Chem, Shoprite/Checkers, Spar, Woolworths and Traditional Cash & Carry.
- Daily use of the CRM system as required which includes, but not limited to, e-detailing, KPI tracking, customer reviews, call rate and coverage
- Measure and achieve sales call coverage and frequency targets
- Assist and collaborate with the Key Account Managers to grow the Retail Channel.
- Participate in day to day activities such as major promotions, new product launches, and marketing initiatives
- Achieve Bayer SFE standards
- Submitting timeous feedback and reports to the Key Account Team and or Channel Controller.
- Ensuring all promotions take place on time, ticketing, PI labels Points of purchase etc.
- POS has been placed in stores at the correct location and on time.

Application Period

8 January 2019 – 22 January 2019

Reference Code

ASMRKZN2019

Division

Consumer Health

Company

Bayer (Pty) Ltd

Department

Sales

Location

KZN

Functional Area

Channel Controlling - Retail

Position Grade

VS 1.1

Employment Type

Permanent

Work Time

Regular



- The merchandisers/FM and PnS ASM's (or any other 3rd party used by Bayer) are aware of all promotions and Bayer layouts at all times.
- Assist in keep the relationships with the following companies strong – Dis-chem, Clicks etc. and not limited to these companies mentioned.
- The above not limited to just promotions but detailing, gaining extra space and keeping Bayer products top of mind at store levels.
- Conducting reviews with the dis-chem store managers on a regular basis.
- Management of 3rd Party Sales and Merchandising agent within the allocated region.
- Conducting reviews with the 3rd party in individuals respective area at least once a quarter.
- Operational Management of the 3rd party sales and merchandising company across all Key Accounts within the specified region.
- Ensure the roll-out and implementation of the key account strategy at store level (across all Bayer accounts) with feedback to KAM team.
- Regular trade visits with 3rd party sales and merchandising team (area / operations managers, reps etc.) with consolidated feedback to the Channel Controller and KAM team.
- Identify opportunities to improve and grow the Bayer brand portfolio through in store execution.
- Ensure operational compliance from an in-store perspective on product flows, POS implementation and competitor activity.
- Work in collaboration with the full KAM team to ensure alignment and linearity within all customers in the specified operational region of responsibility.
- Keep strong relationships with key customers to assist in gaining extra space to assist Bayer in growing their portfolio with respective customers.
- Ensure promotions are synchronised & consistent with the sales cycle activity plan and the ATL marketing activities
- Communication of promotions, ranging, pricing and category management to all internal and external key stakeholders
- Deliver period analysis, including recommendations, on profitability (ROI) on promotional activities.
- Customer contact reports and trade visit feedback reports to be compiled and distributed after each meeting or trade visit.
- Accurately capture all trade expenditure on a monthly basis and align with Channel Controller / Finance.
- Stock Forecasting.

WHO YOU ARE

Experience & Qualifications



- Demonstrated knowledge in pharmacy & FMCG account management, with particular experience in Retail/Retail Pharma Customers
- Minimum 3 years experience in Retail/Retail Pharmacy
- Experience in Medicinal, Personal Care or Toiletries Categories a benefit.
- Strong sales performance and negotiating background
- Analytical skills and ability to work within budgets
- Strong commercial accumen
- Results oriented
- Ability to organise and prioritise
- Knowledge of Nielsen/Aztec/IMS Information Systems
- Operational / Field Sales experience a good benefit
- Strong computer skills (MS Office)
- Bachelors degree or relevant management diploma is beneficial

Skills

- Analytical skills and ability to work within budgets
- Strong commercial accumen
- Results oriented
- Ability to organise and prioritise
- Knowledge of Nielsen/Aztec/IMS Information Systems
- Strong computer skills (MS Office)
- Strategic thinking

CONTACT US

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