



Job Description

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Job Title National Sales Manager - Zambia	Job Location Lusaka	Category -
Job Type Full Time	Job level Manager	Industry FMCG, Retail & Wholesale
Open to Expatriates Only Open to Tanzanian Nationals		

Minimum Requirements

Min Budget -	Max Budget -	Primary Industry FMCG, Retail & Wholesale: 5 Years
Secondary Industry -	Primary Category -	Secondary Category -
Certificate -	Qualification -	

Summary

This is a pivotal role responsible for leading and optimizing the entire sales ecosystem, as well as execution of the sales strategy. This includes overseeing Sales-In (sales to distributors, managed through the CXC (Customer Contact Centre), Distributor Managers and Distributor Specialists) and Sales-Out (sales from distributors to retailers, driven by District Managers and Sales Managers).

Responsibilities

- Responsible for Topline NR performance through mix management and volume target achievement
- Lead Sales-In through the CXC, Distributor Managers and Distributor Specialists, ensuring strong distributor performance and achievement of targets.
- Drive Sales-Out through District Managers and Sales Managers, focusing on market coverage, retail performance, and trade execution excellence.
- Manage all sales performance scorecard KPIS related to both means and results
- Responsible for sales resourcing ensuring efficient and effective route planning, market coverage and task effectiveness of BDRs
- Conduct weekly Sales & RTM PMOs to align results with objectives, monitor progress, and adapt to market dynamics.
- Lead the Commercial Digitalization Journey, driving innovation in sales processes and RTM strategies.
- Actively participate in S&OE discussions with Supply and Logistics to ensure supply alignment, prevent stock-outs, and optimize product mix.
- Manage and control the Distributor Compensation Model, ensuring alignment with business objectives and incentivizing performance, enhancing our cost to serve and market presence.
- Build and maintain strong relationships with distributors and key stakeholders to enhance collaboration and ensure alignment with strategic goals.
- Develop, coach, and inspire the sales, CXC and RTM teams, building strong foundational capability while fostering a high-performance culture.

Education & Qualifications

- Bachelor's Degree in Commerce or any related fields

Characteristics

- Strategic and analytical thinking with a focus on execution.

- Strong leadership and people management skills, with strong understanding of human resources processes.
- High levels of resilience, reliable, hardworking and self-driven
- Adaptability to dynamic market conditions and ability to make swift decisions.
- Collaborative mindset with cross-functional alignment capabilities, strong communicator.
- Strong focus on driving digital transformation in sales and RTM.

Driving Licence

Not Required

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