



Job Description

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Job Title

On-Trade Sales Representative(Open to all Nationalities)

Job Location

Zanzibar City

Category

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Job Type

Full Time

Job level

Intermediate

Industry

FMCG, Retail & Wholesale

Open to Expatriates

Only Open to Tanzanian Nationals

Minimum Requirements

Min Budget

-

Max Budget

-

Primary Industry

FMCG, Retail & Wholesale: 3 Years

Secondary Industry

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Primary Category

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Secondary Category

Sales: 3 Years

Certificate

-

Qualification

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Summary

Reporting to the On Trade Team Leader, the Sales Representative will be responsible to coordinate, develop and implement business strategy for the On-Trade sales channel to achieve budgeted contribution and grow market share. Establish and build customer relationships, manage key accounts, host and execute events and proactively seek out opportunities to grow the existing business to drive growth.

The successful applicant will need to demonstrate customer focus, leadership, teamwork, and excellent communication skills. Knowledge of wines and spirits selling.

Responsibilities

The job holder is responsible and accountable for (but not limited to) the following:

- Drive budgeted revenue and profit targets within budgeted cost parameters across the assigned territory by building strong business relationships with key customers.
- Embrace on Trade strategic initiatives ensuring that key brand distribution, volume and activation targets are achieved consistently.
- Update and utilize the Customer Relationship Management (CRM) system to ensure that all opportunities are identified to maximize business opportunities in line with the quarterly pre-agreed account objectives and KPIs.
- Work closely with the Bar academy manager ensuring that all activations and promotions are implemented within the set time parameters across market segmentation.
- Ensure coverage across key territories by effective journey planning, through objective-led call frequency.
- Accurately forecast key SKUs at the customer level, ensuring that out-of-stock scenarios are avoided wherever possible.
- Possess a passion and understanding of wine and spirits allowing the job holder to maximize share of key outlet wine lists at relevant price points.
- To lead the successful negotiation of key account contracts driving the relevant area's revenue, margin, and market share.
- Conduct quarterly reviews for key accounts, communicating trends in the marketplace, and identify new opportunities to drive business for all concerned parties, in a consultative manner.
- Contribute towards the achievement of key brand volumes/objectives/strategies and distribution targets set and communicated on a quarterly/yearly basis focusing on strategically important leading and priority brands.
- Possess a passion and understanding of wines and spirits allowing the job holder to maximize share of key outlets, wine lists, and cocktail lists at relevant price points to consumers.
- Actively seek out and secure new business within the territory.
- Perform other duties as requested by the Line Manager and the business.

Education & Qualifications

Desirable:

- University Degree or National Diploma
- Comfortable organizing and hosting trade and consumer events
- WSET qualified (Strong wine selling knowledge)
- Good numerical ability and commercial acumen

Requirements

Essential:

- 2 – 5 years' Liquor selling experience
- 2 years of Management experience (Account, Operational)
- Strong commercial acumen
- Analytical thinking and a proven track record translating this into planning
- Strong written and spoken English
- Outgoing personality
- Valid driving license

Driving Licence

Not Required

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