



Job Description

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Job Title

Regional Distribution Business
Development Manager- Lake zone

Job Location

Mwanza

Category

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Job Type

Full Time

Job level

Manager

Industry

Manufacturing

Open to Expatriates

Only Open to Tanzanian Nationals

Minimum Requirements

Min Budget

-

Max Budget

-

Primary Industry

Manufacturing: 5 Years

Secondary Industry

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Primary Category

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Secondary Category

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Certificate

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Qualification

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Summary

The Regional Distribution Business Development Manager is responsible for driving the growth and performance of the distribution channel in the Lake Zone area. This role involves expanding market reach, maximizing sales through effective strategies, and establishing strong relationships with customers and partners. The role is pivotal in achieving sales targets, enhancing brand visibility, and leading a dynamic sales team focused on distribution growth

Responsibilities

Key Account Management

- Build and nurture strong relationships with distributors to enhance store penetration and performance.
- Negotiate sales targets and pricing agreements.
- Develop action plans, including joint marketing initiatives and training programs.
- Monitor sales progress, address concerns, and ensure product range expansion and high rotation of products.

Market Penetration

- Identify and acquire new customers to expand the distribution network.
- Ensure company products are available in key hotspots and across the country.

Brand Development

- Collaborate with the Marketing team to establish a strong distribution brand.
- Promote Hero Products as top-performing, high-rotation items.
- Ensure impactful visual representation of Company products at points of sale.

Sales Excellence and Customer Solutions

- Apply company sales process to identify, qualify, and realize opportunities effectively.
- Understand customer needs and offer tailored solutions, including cross-selling opportunities.
- Maintain an updated and robust sales opportunity pipeline.
- Address objections proactively, ensuring customer satisfaction and brand integrity.
- Build and retain customer loyalty through exceptional key account management.

Market and Business Monitoring

- Track market trends and changes in the business environment.
- Gather intelligence on current and upcoming major projects in Tanzania, mapping all key stakeholders.

Reporting and Forecasting

- Ensure systematic documentation of activities, opportunities, projects, and stakeholders.
- Provide timely and accurate reports for the Head of Marketing & Distribution and corporate functions.
- Anticipate customer demands and forecast sales accurately to inform business planning.

Training and Engagement

- Organize seminars, product training, and launch events for customers and stakeholders.
- Build and maintain an applicators' database.
- Develop and execute training plans for applicators, distributors, contractors, specifiers, and government agencies

Financial Management

- Support the Financial Controller in managing debtor accounts and ensuring timely collections.
- Monitor and control sales-related expenses.
- Notify the Financial Controller of any risks affecting debt recovery.

Team Leadership

- Lead and coordinate the team in Mwanza, specifically the Market Development representatives (MDR) by setting objectives in alignment with the Head of Marketing & Distribution and following up proactively.
- Foster collaboration across departments and within the sales team to ensure rapid response to customer inquiries.
- Oversee all distribution sales activities in Mwanza and customer relationships, offering guidance and support as needed.
- Develop team members' capabilities and implement a robust deputy system for business.

Target Market Leadership

- Strategically define the product portfolio and pricing framework to align with market demands and business objectives.
- Partner closely with Marketing and Direct Sales teams to design and implement comprehensive marketing strategies and tailored training programs.
- Collaborate with the Supply Chain team to develop accurate demand forecasts and ensure seamless product availability.
- Continuously engage in market research and professional development to innovate and deliver cutting-edge solutions that meet evolving customer needs.

General

- Execute additional responsibilities as assigned, ensuring alignment with the overarching objectives and priorities of the role.
- Uphold and consistently project a professional and positive representation of the company, safeguarding its reputation and integrity at all times.
- Demonstrate unwavering commitment to the company's success by embodying the qualities of a true leader, fostering a culture of excellence, and prioritizing the organization's best interests in all actions and decisions.

Education & Qualifications

- A tertiary qualification in Sales, Marketing or Engineering
- Demonstrated interest for specifying and delivering complex solutions within the construction industry.
- A minimum of 5 years of proven sales experience in the construction or a related sector, with a focus on Business-to-Business distribution.
- Strong experience in product marketing and positioning within competitive markets.

Characteristics

Results-Driven Leadership: Combines a closer mentality with proactive initiative, consistently driving business outcomes and aligning teams for timely customer-focused solutions.

Collaborative Expertise: Excels in coordinating across internal and international teams, fostering seamless communication and operational efficiency.

Team Development and Empowerment: Leads and motivates sales teams to unlock their full potential, driving high performance through support and strategic guidance.

Strategic Communication and Presentation: Delivers impactful business communications and presentations, effectively

engaging and influencing diverse stakeholders.

Organizational and Analytical Precision: Maintains exceptional organizational discipline and accuracy in numerical and financial analysis to support data-driven decisions.

Driving Licence

Not Required

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