



JOB DESCRIPTION

PREPARED BY: Human Resource Department

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Head – People & Business Services

Job Title	Graduate Trainee (FMCG Distribution - Sales)	
Business – Function	(Business Division) - Sales	
Job Location	Sultanate of Oman	
Grade	E1	
Reporting to	Field Sales Manager/ Sales Supervisor	
Staff Reporting	Merchandisers	
Job Objective	The key objectives for this role are to work and obtain for the organization the highest levels of distribution, merchandising and display activity and revenue sales in the allocated territory. You will seek to develop strong and mutually beneficial relationships with your customers that help you drive business and identify opportunities for future.	
Job Touch points	Internal	External
	<ul style="list-style-type: none"> • FSM/Sales Manager • Business Head/Manager • Finance • Logistics 	<ul style="list-style-type: none"> • Customers • Business Partners
Principal Accountabilities	<ul style="list-style-type: none"> • Work closely with the merchandising team and also merchandise as per brand planogram in the market as required. • Ensure Coverage and Service as per Journey plan and secure 100% distribution of MSL at all the time. • Prepare recommended orders for customers that optimize stock holding, prevent out of stocks and drive sales. • Ensure proper stock management through rotation of short expiry stock, FEFO merchandising, optimum shelf fill and reorder levels, management of expired and damaged stocks. • Be pro-active in selling and recommending merchandising changes that are supported by use of POSM. • Observe and report in details on all relevant store and competitor activities. • Secure listing for all new products introduced within established deadlines with adequate shelf representation. • Obtain for our brands secondary displays and visibility as per monthly priorities and ensure full deployment of trade agreements. • Monitor utilization of Company assets (Coolers, Stands etc.) and take corrective action in case of any misuse. • Report on a daily basis to your managers with updates on day's activity, achievement against objectives, issues and support required. • Follow an organized route plan for visiting customers and an organized in-store call routine. • Maintain a Customer fact book documenting all visit details agreements, sales order history etc. • Achieve volume and value targets as per budgets. • Negotiate with customers within the targets set down by your managers on credit, discounts, FOC goods, promotions volumes, display rentals etc. • Ensure that all dues from the customers are collected and deposited every month within the target dates. • Regularly work with Merchandisers, Train them on Planogram, Product Expiries, Basic Merchandising Skills and Stock Replenishment. 	
KPI	<ul style="list-style-type: none"> • Sales Value Vs. Target • Range Availability, Share of Shelf, Pricing • New Product Introduction • Collections 	
Job Specifications	<p><u>Education and Experience</u></p> <ul style="list-style-type: none"> • Graduate in Sales and Marketing/General Management/Business Administration (preferably) • Age Bracket – 22 to 24 years • Previous work experience is desirable but not mandatory. • Exposure to the FMCG sector is desirable but not mandatory <p><u>Specialized Skills/ Requirements</u></p> <ul style="list-style-type: none"> • Excellent communication skills, Fluent in English and Arabic will be an added advantage. • Capable of working and delivering in a multi-cultural environment • Proficiency in MS Excel and PowerPoint presentation 	

Statements in this Role Profile are intended to reflect, in general, the key accountabilities of the position, but are not to be interpreted as being totally inclusive.