

Reporting to the Country Business Manager you will work to acquire new retail stockists in their defined geographical area. Support existing stockists with point of sale material and merchandising.

■ **Location: Czech Republic with middle levels of travel**

#### **DUTIES AND RESPONSIBILITIES:**

- Direct market activation execution on the market
- Direct promo execution on the market
- Training & coaching of the distribution partner staff
- POS distribution & management
- Acquiring new independent retailers to the profile defined.
- Distributing stock lines per outlet to the mix required.
- Distributing point of sale material and merchandising to existing stockists and new outlets as directed.
- Supporting the appointed distributor with promotional activity as agreed.
- Efficient administration of activity and compliance with Company policy.
- Communicating good quality market information to distributor.
- Activity reporting completed on time and submitted as directed.
- All activities recorded and reported in line with Company policy

#### **EXPERIENCE AND ATTITUDE**

##### **Essential**

- Sales experience – preferably in FMCG and drinks industry
- MS Office experience – comfortable with Excel and Word.
- Driving license B.
- Proven ability to work on own initiative in an unsupervised environment.
- Business English

##### **The Person**

- Flexible, enthusiastic, hardworking & committed to a career in sales
- Self-starting, entrepreneurial & highly adaptable in a rapidly changing market place
- A diplomat & advocate who can persuade & win over distributor partners, internal/external customers and industry contacts
- Able to work comfortably in a team, but with enough drive to set your own objectives & ensure a steady stream of business development
- A rapid learner & a creative solver of problems

#### **KEY ATTRIBUTES**

##### **Driven**

- Shows high energy and a focus on results
- Demonstrates personal responsibility for their performance
- Evidences high commitment – not controlled by the clock

##### **Selling skills**

- Very good selling skills
- Very good communication skills
- Very good customer orientation

##### **Resilient**

- Shows an understanding of customer needs – anticipates and deals with objections to achieve results
- Evidences the ability to treat each opportunity as it comes – not letting one bad day lead to a bad week
- Shows the ability to acknowledge and learn from their mistakes

##### **Passionate**

- Is consistently persuasive with customers and enthusiastic with customers and the team
- Exhibits personal commitment and strong personal values in all their dealings with customers and the team

##### **Effective**

- Demonstrates strong process and product knowledge to the customer and the team
- Shows good presentation of themselves and their work areas
- Produces consistently strong performance across all measures – not 'up and down'

##### **Resourceful**

- Demonstrates flexibility when faced with challenges, balanced by the need to maintain good process.