**Circular -02**

**Area Sales Manager (Lighting & Electrical Products)**

**Circle Electric**

**Vacancy - 08**

Job Context

Collect regular marketing data with an objective to remain updated about the industry and provide strategic guidelines to upgrade the market in order to get better performance.

**Job Description / Responsibility**

* Achieving Secondary Sales Volume and Value Target along with available category achievement
* Will work for required Distributor/Dealer recruitment as per business requirements
* Ensuring the availability of different Category and SKU wise stock at Distributor end
* Ensuring Category & SKU wise product availability in all outlets of the markets of his assigned territory
* Responsible for the Target, Order collection, Route, Invoice, WOD, DOD, NPPI as per given target & guideline
* Develop territory, market penetration and sales execution strategies to consistently attain and exceed goals.
* To meet up the distributor wise Memo.
* To meet the distributor wise Memo productivity (Strike Rate) target
* Maintaining Product visibility and necessary merchandising at outlet end of his territory as per Company Plan-o-gram/guideline
* Keeping professional relations with distributors, dealers, sub-dealers & shop owners/managers to implement all planned activities in and around the counter.
* To build up and retain relationship with all existing & potential Distributors, targeted retails, Electricians
* To be updated regarding new outlets of his territory always
* Handling and managing customers by customer visit & successful sales callregular basis
* To address the business issues, time to time monitoring to settle the raised issues by the committed timeline.
* Ensuring implementation of all trade promotion & consumer promotion as per the Company guideline.
* Identifying new business opportunity by selecting and engaging influential, generating sales volume by increasing distributors, dealers, sub-dealers and ensure product coverage in the designated sales territory.
* Realizing cash from distributors, dealers as per the company standard and to ensure collection of company outstanding from credit distributors, dealers.
* Monitoring market credit and to ensure the collection through distributor’s field force by the committed timeline, for any difficulties/necessity he has to visit the required location/outlet for prompt final settlement.
* Continuous expansions of distribution reach as per the Company requirement/given target.
* Organizing and conducting training/briefing and product demonstration session for his field force, distributors/dealers and Retails
* Time to time different report preparation and submission to the Management as per their requirements.
* Collecting market intelligence data from the markets of his territory and report to the line manager/Management.

**Employment Status**

Full-time

**Educational Requirements**

* Minimum Masters. MBA (Marketing) will be an added advantage.

**Experience Requirements**

* At least 5 year(s)
* The applicants should have experience in the following area(s):  
  Sales, Dealer Management, Trade Sales.
* The applicants should have experience in the following business area(s):  
  Electrical Accessories, Electric Wire/Cable, Electronic Equipment, Lamps.

**Additional Requirements**

* Age must be below 38 years
* Only males are allowed to apply
* At least Minimum 03 years work experience as TSM/STSM preferably in lighting & electrical products.
* Good Inter-personal & communication skills, both verbal and written.
* Very strong approach to systems, processes & standard operation procedures.
* Basic computer literacy skill need for field force monitoring & reporting.
* The position offers attractive packages for the deserving candidates.

**Job Location**

Sylhet, Cumilla, Noakhali, Chittagong, Barisal, Khulna, Faridpur & other locations as per company’s requirement.

**Salary**

Negotiable

**Compensation & Other Benefits**

* Festival Bonus
* Incentive & Home or foreign country Tour on the basis of target achievement
* TA/DA, Mobile Allowance
* Yearly Increment
* Provident Fund, Gratuity & Life Insurance

Application Deadline within 20 March, 2019

Please send hard copy Circle Electric, 40, Yusuf Mansion, (3rd Floor), New Elephant Road, Dhaka-1205

Or

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