
Nepal Liquors

Beverage / Liquor Industries
Kathmandu
<https://www.nepalliquors.com/>

Modern Trade Executive

Basic Information

Job Category : Consumer Product / FMCG

Job Level : Top Level

No. Of Vacancies : 1

Employment Type : Full Time

Job Location : Kathmandu

Offered Salary : Negotiable

Apply Before : 2024-05-10 (9 Days, 7 Hours From Now)

Job Specification

Education Level : Bachelor Degree

Education Required : Bachelor

Experience Required : Greater Than 2 Years

Other Specification

Requirements:

1. Bachelor's degree in Business Administration, Marketing.
 2. Proven experience in modern trade sales or key account management, preferably in the consumer goods industry.
 3. Strong negotiation and relationship-building skills, with the ability to influence and persuade key stakeholders.
 4. Excellent communication and presentation skills, both verbal and written.
 5. Analytical mindset, with the ability to interpret sales data, identify trends, and make data-driven decisions.
 6. Results-oriented with a track record of achieving sales targets and driving business growth.
 7. Ability to work independently and as part of a team, with a high level of self-motivation and initiative.
 8. Proficiency in Microsoft Office suite and CRM software.
 9. Willingness to travel as needed to meet with customers, attend events, and conduct market visits..
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Job Description

Responsibilities:

1. Develop and implement sales strategies to drive revenue growth within the modern trade channel, including supermarkets, hypermarkets, and chain stores.
2. Manage relationships with key accounts, including negotiating terms and agreements, resolving issues, and ensuring customer satisfaction.
3. Identify new business opportunities and potential customers within the modern trade segment, and develop plans to acquire and retain them.
4. Collaborate with internal teams, including marketing, supply chain, and product development, to develop promotions, pricing strategies, and product assortments that meet customer needs and drive sales.
5. Conduct regular market visits and competitor analysis to stay informed about market trends, consumer preferences, and competitor activities.
6. Prepare and present sales forecasts, reports, and performance analysis to management, highlighting opportunities, challenges, and insights.
7. Monitor and analyze sales data, including sell-through, inventory levels, and promotional effectiveness, to identify areas for improvement and optimize sales performance.
8. Coordinate with distributors and sales representatives to ensure timely and accurate order processing, delivery, and execution of sales plans.
9. Stay current with industry trends, regulations, and best practices in modern trade sales, and incorporate relevant insights into sales strategies and tactics.
10. Represent the company at industry events, trade shows, and customer meetings to promote products/services and build brand awareness.