



Field Sales Manager– South Africa

Position: Field Sales Manager

Location: GARDEN ROUTE, JHB, KWAZULU NATAL

Reporting to: Regional Sales Manager

Signal Hill Products is looking for an exciting, dynamic, and ambitious individual to join team at a leading Cape Town based brewery as a Field Sales Manager.

What Will You Do?

The FSR is tasked with new business in the region, as well as maintaining and growing existing relationships and accounts. Weekly Call Cycles will be established to maximise the time spent in the trade. The role focusses on the full spectrum of on-consumption, corporate retailers, franchise outlets and independent liquor chains, with a heavy focus on Taverns & Counters Serve outlets in the informal market.

Primary Responsibilities:

- Determine pre-call planning objectives
- Compile daily / weekly reports
- Manage sales and administration
- Handle customer and consumer complaints and queries
- Cold Calling
- Implement and develop promotional activity to drive consistent pull in relation to the channel management process
- Influence liquor retail pricing within segments
- Maintain stock levels within segments
- Using Commercial conversations/arguments/calculations to influence
- Influence the placement of our products to maintain the best cold and ambient space
- Manage B.T.L placements
- Develop great business relationships
- Maintain customer call rate and frequency
- Conduct regular account reviews

Requirements of the Role:

- Post Matric Qualification in Sales/Marketing

- A minimum of 2 years' experience in Sales/Marketing in a FMCG environment
- Valid unendorsed Code 8 drivers licence
- Basic knowledge of PC and Microsoft office
- Merchandising experience strongly preferred
- Regional languages competence
- Beverage industry experience strongly preferred
- Previous Main Market experience will be an advantage

Required Skills:

- Sound interpersonal skills and the ability to build relationships
- Ability to work independently
- Time management skills
- Persuasiveness and selling ability
- Strong achievement orientation
- Beer knowledge and processes
- Exceptional verbal ability and communication skills
- Commercial Acumen

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