



WE ARE HIRING

AREA SALES MANAGER

Job Location: Nigeria
Reporting to: Regional Business Manager

Position Description

The job holder will be a business leader managing a designated area with the key responsibility of ensuring profitable growth, attainment of sales revenue through planning, execution and management of a team. This will entail consistently achieving set sales targets and growth plans for the area, building strategic relationships that will deliver a pipeline of sales growth, oversee regional opex costings and developing an effective team. The ASM will be completely responsible for driving new growth in the target region.

R&Rs

- Provide leadership and direction; and optimize Route To Market (RTM) & Distributor development design and development aimed to deliver numeric distribution growth and increase sales Revenue.
- Oversee the Regional Opex management focusing on optimizing key cost drivers and deliver profitability
- Champion the Customer Experience agenda within the region to deliver top of class experience on the after sales touchpoints
- Champion brand and trade visibility within the region through excellent trade marketing execution & relationship management.
- Market intelligence – be the go-to person on the region market insights and develop strategy to counter competition growth and maintain/improve market share
- Engage & manage staff performance, capability & capacity development through coaching & field accompaniments.
- Responsible for total business in Partnerships, Retail and PAYGO channels in the region.

KPIs

- Deliver within the set sales targets (monthly and quarterly) on PAYGO and Portable portfolio
- Growth of active distributor network
- Optimized Sales Head Count (numbers are active and within approved budget forecasts)
- Regional Net Promoter Score
- Regional Opex Utilization and Profitability
- Regional delinquency trending (have a positive outflow/inflow)
- Regional stock management – variance analysis

Desired Skills and Experience

- Minimum degree in a business field acquired from a reputable university
- Minimum of 5-6 years hands on experience in managerial job in Service or FMCG/Telecom/Insurance/renewable energy industry– a proper understanding of a particular region (having worked there) will be an added advantage.
- Must be very fluent in English and other relevant local languages.
- Must be resident and have a deep knowledge of the region.
- Demonstrated ability of developing and leading a sales team that exceeds expectations
- Proven track record of hitting and exceeding targets and building partnerships
- Demonstrate problem solving capability – ability to create win-win situations while deriving desired numbers and outcomes
- Commercial acumen – demonstrate ability to build business concepts from ambiguity and deploy within short periods of time to achieve high level of success
- Willingness to spend an average of 4 days a week in the field
- Strong mindset for continuous improvement and meeting and exceeding expectations and able to demonstrate complete discretion and confidentiality
- Passion for social enterprise, development of people and environmental benefits

How to apply

- Submit CV in PDF format with the Job Title as the subject of the email to recruitment.nigeria@dlight.com
- Application deadline: 16th December, 2019.