POSITION: TRADE DEVELOPMENT REPRESENTATIVE

Position Description:

The Trade Development Representative will be responsible for managing the designated area sales targets, increasing distribution depth and width through route selling in his/her area of jurisdiction and providing support to the strategic partners. This role reports to the sales & marketing head

Key Responsibilities

- Design and implement the territory sales Plan in line with Bidco Africa Ltd distribution strategy
- Coordinate Sales, Marketing and distribution activities within the assigned region
- Manage, Coordinate and Support the strategic partners to achieve the sales growth as per the set plan
- Prepare and analyze weekly reports for management reviews

Qualification

- Bachelor degree Business Administration – Marketing Option.
- Minimum of 3 years' experience in Sales and marketing

Personal Attributes

- Proven work experience Distribution and Territory Management
- Hands on experience in sales and an ability to deliver excellent customer experience
- Understanding of sales performance metrics
- Understanding of Route to Market and Route Management
- Excellent communication and negotiation skills
- Business acumen with a problem-solving attitude
- Good report writing skills