

Role: Sales Executive

1. Develop and implement a region-specific sales plan to achieve assigned sales targets.
2. Identify new B2B customers in the modern trade (supermarkets, hypermarkets), general trade (independent grocers), dealer, and distributor channels.
3. Derive sales contracts with on ground businesses. (Additional - Can have contacts in the restaurant and hotel market)
4. Ensure excellent product placement and visibility within on ground stores.
5. Monitor and analyze market trends and competitor activity within the territory.
6. Prepare sales reports.
7. Participate in sales promotions and brand activations at customer locations.