

## **JOB DESCRIPTION:**

TITLE: Territory Manager  
LOCATION: Assigned Territory  
REPORTS TO: Country Lead  
DATE: March 01, 2018

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## **OVERVIEW OF REQUIREMENTS:**

**Seeking individual** to plan, coach and control sales and merchandising operations in assigned territory to ensure that sales staff and merchandisers are performing their work according to the Sales Department KPIs. The Territory Manger will ensure optimal execution of the merchandising and sales strategy for all product categories.

## **REQUIRED QUALIFICATIONS, SKILLS & EXPERIENCE**

The selected candidates will have the relevant skills listed below:

Bachelor's degree or its equivalent with a qualification in Business or Marketing.

- Minimum 5 years of relevant Sales work experience.
- Sales data collection and analysis.

## **KNOWLEDGE**

Local Business environment and practices

Highly knowledgeable in Sales and Marketing

Strong knowledge of M&E with a focus on monitoring through a sales MIS

## **SKILLS**

Outstanding leadership skills

Excellent organisational and administrative skills

Written and verbal Communication skills

Excellent interpersonal skills with the ability to work well in and with a team

Strong Presentation skills

Experience with computer software for data entry and analysis.

Highly competent in MS Excel.

Strong ability to write summary documents in Word and clear presentations in Powerpoint

Strong budget management and arithmetic capability

Ability to work with limited supervision

Ability to multi-task and prioritise requirements and to work effectively under pressure

Ability to identify and analyse problems.

Ability to distinguish between relevant and irrelevant information to make logical decisions.

Ability to provide solutions to individual and organizational problems.

## **ATTRIBUTES**

Strategic thinking

Strong attention to detail

Ability to work under pressure

Positive attitude with a willingness to learn  
Analytical with strong attention to detail  
Approachable  
Professional approach with the ability to liaise at a senior level in the organisation  
Creative and Innovative  
Team Player  
Ability to take constructive criticism in order to develop

## **RESPONSIBILITIES:**

### **1. Sales Management**

- Contribute to establish sales objectives by forecasting and developing annual sales quotas for their territory; projecting expected sales volume and overall distribution for STM and LTM
- Provide insights to senior management in order to adjust national sales volume, product/channel mix, and selling price by keeping current with supply and demand, changing trends, economic indicators, and competitors.
- Complete sales operational requirements according to the S&D strategy by managing third party distributors and other on the ground resources such as RCRs; following up on work results.
- Improve sales promoters results by counselling and disciplining their work
- Maintain proper numeric distribution of all products in their territory
- Monitor stock at wholesaler and retailer levels
- Ensure availability and visibility of all product categories
- Map, engage and develop a relationship to private sector health facilities in their territory with a formal visit plan
- Provide insights to the Marketing and Program teams on demand generation activities to properly plan and execute them
- Perform pre-assessments on private health facilities to join the branded sales channel
- Recruit new distributors when needed.

### **2. Monitoring and Evaluation**

- Monitor sales RCRs effective referral activities
- Monitor demand generation activities by Marketing and Program teams.
- Contribute to develop sales management information system; define and streamline sales processes, data collection and analysis, dashboards for decision-making.
- Monitor third party distribution effectiveness (numeric distribution), drop size and field rate from the distributor
- Evaluate performance of the distributors in their territories every six months

### **3. Staff Management and Development**

- Conduct and document distributor meetings according to monthly work plans
- Conduct weekly meetings with line manager
- Ensure that all indirect and direct sales staff are motivated and properly trained on DKT International Ghana products
- Identify development needs of distributor sales staff and other on the ground resources and mentor them
- Ensure that all policies and procedures of DKT International Ghana are adhered to.
- Ensure that company vehicle and assets are used in accordance with policy and are not abused

- Conduct quarterly performance reviews for both staff and distributor performance

4. **Relationship Management**

- Develop and maintain strong relationship with key trade customers.
- Organize “in-touch” meetings with customers to share the strategy and the merchandising efforts with them.
- Where required, represent DKT International Ghana externally with relevant stakeholders on all aspects related to sales operations in their territory: external stakeholders including donors; partners; local governments, etc.

5. **Financial Management**

- Develop and manage operating budgets in a cost-effective manner.
- Track and manage budgets of operations.
- Prepare and submit monthly budget tracking documents, actual financial spend and forecasts to line manager within allocated time frame.
- Seek opportunities to reduce costs and maximize return for SFH wherever possible

6. **Reporting**

- Submit monthly reports to line manager about distributor performance as well as own staff.
- Reporting out of stocks and other challenges in their territory
- Report competitors pricing and activities each in a monthly basis.