

Hiring for Sales Officer - Kolkata

Company Name: Pioneer Foods Pvt Ltd (Roasty Tasty)
(Roasted Snacks/Namkeen Manufacturing & Exporting Company)

HQ: Kolkata

Roles and Responsibilities

- Drive secondary sales – set and achieve targets set for outlet activation and other KPI
 - Distributor handling and appoint of new distributors under superstockiests, in HQ and nearby areas
 - Execute merchandising, sampling, offers and other promotional activities to improve offtake & secondary sales
- Coach and Mentor the Sales team (PSR`s) for achieving Results
- Effectively open new outlets as per beats and targets
 - Take orders as per beats and stores, ensure availability of stock in all stores at right quantities and with proper placement
 - Ensure effective stock availability at DB and monitor stock movement as per SO
 - Report on KPIs to supervisor on regular basis and assist in sales forecast
 - Appoint salesman as per company requirement; coach and lead them to grow primary and secondary sales from territory

Requirements

- Proficient in Verbal & Written English
- Proficient in MS Office (MS Excel)
- Minimum 3 years of experience in sales and marketing in Food Industry
- Great people management skills, negotiation skills and leadership skills.

Company profile:

Pioneer Foods is a manufacturer and exporter of ready-to-eat roasted snacks. All snacks are 100% roasted and made from super foods such as millets, makhana, lentils, seeds. Our 30 years of experience in the food-processing industry have made us adept at transforming healthy grains into delicious snacks.

The snacks are flavoured in a variety of seasonings, catering to diverse palettes across the globe. Roasty Tasty is Pioneer's B2C brand marketed in India, USA, Canada, Taiwan, Japan, East Africa and Gulf.

Pioneer Foods also provides contract manufacturing services to various well-known companies.

For more information, you may also visit our website www.roastytasty.com.



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