



HEALTH • HYGIENE • HOME

RB- Reckitt Benckiser Group plc is a British multinational consumer goods company headquartered in Slough, England. It is a producer of health, hygiene and home products. The company was formed in 1999 by the merger of British company Reckitt & Colman plc and Dutch company Benckiser NV. Our mission is to ensure people have healthier lives and happier homes.

Company : Reckitt Benckiser Hygiene

Designation : Territory Sales In-charge

Channel : General Trade

Location : Bangalore

Experience : 2 to 5 years

Salary : Up to 9.5 Lakhs

Business Unit- Hygiene Home

Products- Harpic, Lizol, Colin, Vanish, Woolite, Finish, Cherry Polish, Mortein, Airwick.

Designation: Territory Sales In-charge

Position Reports To ASE/ ASM

Reportees: DBSRs/ PSRs in the territory

Role and responsibility:

- 1) Number planning and phasing planning with channel partners:
 - i) Target for every month is to be split weekly, Beatwise, secondary and primary phasing accordingly.
 - ii) DBSR target for sales and KPI.
- 2) Achievement of Sales & ECO Target (Key Performance Indicators).
 - i) Every territory basis growth over LY or RR has defined targets for sales and important KPI's.
 - ii) Incentive for TSI's is based on achievement of these KPI's.
- 3) New product launches- All new products launched have certain distribution, volume and Visibility related parameters to be fulfilled. TSI's are key sales people for perfect execution of a successful launch.

- 4) Channel Management: In India, there are two modes of distribution: Modern Trade and Traditional Trade both of these channels have channel Partners (Distributors). These distributors are in direct control of TSI's and all business-related information and sustainable ROI's for them via our sales is ensured by TSI's.
- 5) Coaching and Training of DBSRs: DBSR (Distributor sales representatives) are trained on how our products are to be sold (right way of making call), scheme calculation, visibility aspects and finally payment collection.
- 6) Timely submission of DB Claims/Reports: Every month certain schemes are extended on products, Claims of these schemes and claims for visibility run drives are prepared at end of month and submitted. TSI's ensure tracking of claims and their remittances.
- 7) Promotional Activities: Instore Promotions, Home to home programmes and institutional Promotional activities are all taken care of by TSI's.
- 8) Market/Sales Analysis: Tracking sales and then analysis of trends basis LY and RR is very essential for planning on key micros. TSI are responsible for analysis of these key trends in sales of these micros.
- 9) Visibility Execution- Understanding of visibility, plannogramming, share of shelf in accordance to market share of products. Right kind of visibility elements at right stores: FSU's , Gondola's, Secondary placement. Ensuring visibility in stores according to TOT's (terms of trade signed with store)

Job Location- Anywhere in South India as per business requirement.

Note: This profile is a Sales profile and requires market work.

Interested applicants may send their applications to Mr. Jagshish Singh @ jagshish.Singh@rb.com