

Panama Jobs Expertini®

Sales Executive

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Company: Colgate-Palmolive

Location: Panamá

Category: other-general

No Relocation Assistance Offered

159086 - Panama, Panama, Panama

JOB SUMMARY

This position represents the Colgate Palmolive company, managing the relationship with the client based on trust and respect, marketing and developing the 5p's of the different product categories, in order to increase sales profitably, improve levels of their distribution and market shares, in accordance with our business principles and maintaining a healthy credit portfolio.

Helps prepare, negotiate and implement JBP, marketing and promotional campaigns to drive demand. Forecast, develop, implement and supervise customer specific plans to achieve our commercial goals of net sales, share, margin, within budget spend.

Communicate plans to field teams for in-store support. Visit stores to better understand implementation challenges to optimize future approaches. Share findings, insights and recommendations.

Essential Functions

Developing and maintaining relationships between Colgate Palmolive and Customers.

Implement CP's commercial strategies, ensuring the correct execution of 5p's

Enforce credit policies defined by CP.

Achieve sales objectives of the assigned territory

Maintain and Manage proactive communication with customers, participate on Top to Top meetings, activity grid negotiation, Joint Business Planning monitoring.

Carry out the administrative work of the account which includes: request for credit notes, rebates, or support for them, monitoring and maintenance of the current account.

Trade Visits to identify opportunities, competitors activities, and ensure correct 5Ps execution.

Customer Inventory Management, ensuring correct Days on Hand (DOH) by customer, and on point of sales both regular exhibition and additional off shelf exhibition

Analyze information generated through statistics to make the right decisions that benefit the company and the customer, such as promotional plans, negotiation and monitoring of Growth Plans,

programming and offers planning for each customer, Joint Business Plan (JBP) preparation.

Leads the execution of 5P strategy implementation within established commercial guidelines.

Drive incremental distribution and growth while increasing visibility with scale.

Proactively understanding customers needs and recommending solutions to the different requirements.

Required for All Jobs

Performs other duties as assigned

Complies with all policies and standards

QUALIFICATIONS

Education Bachelor's Degree in Business Administration, Marketing and Engineering Required

Work Experience

At least 2 years In Commercial Area / trade marketing in consumer goods company Required

English level (Intermediate +)

Proficient in Excel and Google Tools

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