

B2B Sales Channel Coordinator - Zambia

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Company: BURN MANUFACTURING

Location: Lusaka

Category: other-general

About the role: BURN is seeking a B2B Sales Channel Coordinator to join the Commercial Team responsible for growing BURN sales via the following channels: Key Accounts, General Trade, Micro Finance Institutions and Social Distributors. The position requires strong selling, planning, coordinating and organizational skills with a proven sales/business development background, excellent communication skills, and practical business thinking. The ideal candidate will have hands-on client management relationship-building and Joint Business Planning experience. Duties and Responsibilities: Sales Strategy: Develop and execute the route to market growth strategy for the Indirect Sales (Business to Business) focusing on the following channels: Retail/General Trade, Key Accounts, Social Distributors, Microfinance Institutions and Digital. Channel Management : Provide leadership, direction, and development to all aspects of the company's indirect distribution and sales channels. Ensure goals and plans are effectively communicated, understood, and applied. Launch & Listing: Work closely with the product & marketing team to ensure timely launching and listing of new SKUs in all the channels. Marketing & SKU Management : In conjunction with Marketing contribute to the development of below & above line sales campaigns based on various SKU growth strategies. Team Management : Build, train, and manage a team of Territory Sales Managers, BURN sales executives and B2B Partner agents across the country. Commission Structure & Compensation : Define appropriate remuneration structures and frameworks (commissions, performance bonus, incentives) to drive the company's indirect distribution and sales partners and deliver the set sales targets. Carbon Monitoring and Evaluation: Ensure all Monitoring and Evaluation of carbon

project requirements are adhered to, specifically that stoves are sold to households that meet predefined criteria and quality data is collected from every end-end user. Sales Forecasting : Monitor and analyze indirect channel sales volumes, pipeline activity and competitive activity and develop plans to beat the set targets. Monitor and manage product line sales activity across the channels to ensure it meets the company's standards/ parameters. Reporting: Produce analytical reports for the Management team on the performance of the Indirect Sales Team, including analyzing key sales, marketing, carbon registration, and regional team performance metrics. Provide regular forecasts (city and region level) to the Management team. Budget : Prepare, maintain, and adhere to country B2B Section budget. End-Consumer Customer Service : Oversee End-Consumer customer service in Uganda. Analyze end-consumer data to improve brand, customer service, warranty repair satisfaction, and sales opportunities. Expansion : Develop and execute strategic plans to expand the B2B channel into new markets, both domestically and internationally. Evaluate and negotiate partnerships, joint ventures, and distribution agreements with local partners to accelerate market penetration and enhance the B2B channel's presence in target markets. Establish and maintain strong relationships with key stakeholders, including potential clients, industry associations, government agencies, and strategic partners, to facilitate market expansion initiatives. Skills and Experience: Bachelor's Degree in a Business course. 2+ Years Sales & Marketing Experience. 2+ years' experience successfully developing new sales channel. 2+ years Sales and/or Marketing Mid to Senior level Management Experience. 2+ Years experience in New Business Development of Key Accounts Extensive & in-depth knowledge of country's key regions. B2B Sales and wholesale channel management experience. Ability to produce and present professional Strategy, reports, accurate forecasts, and oversee channel sales plans. Fluent in English; both written and spoken. Experience with sales and marketing of physical products - FMCG experience is a plus. Sales and Marketing Data Analysis experience Qualified Female Candidates encouraged to Apply BURN does not charge a fee at any stage of the recruitment process (application, interview, meeting, processing, training, or any other fees). Powered by JazzHR

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