

The Company

SLMG Beverages was founded with a **vision to be the largest anchor Bottler of Coca Cola Co. in India.** SLMG was born after 3 decades of very successful manufacturing and distribution experience of Ladhani group. With 5 state of the art bottling companies with cumulative investment of US \$ 250mn and Revenues upwards of US \$ 500mn, Ladhani group is transforming towards new ambition. **We aim to be amongst the top 10 bottlers of Coca Cola worldwide with US \$ 2 Billion+ Revenues by 2030.** To make our dream a reality, we are in the process of building and nurturing a young, future ready professional organization.

The Role Sales Trainee (ST) - Reports to the Area Sales Manager / Regional Sales Manager.

Job Summary

- Handling area assigned in terms of both **primary and secondary sales** growth.
- **Build strong business relationships with customers(retailers)** by adding value to the customer's business
- **Understanding needs and wants of Shopkeepers** and providing solution on the basis of same within time limits
- Providing in time relevant information to shopkeepers about **schemes, rates & updation** if any
- Ensuring **proper supply of Coca-Cola products** to retailers in effective and planned manner with zero demand and supply gap during peak season.
- Planning proper **routes of supply** for distributors in market by dividing routes into beats and fixing responsibility of manpower on the same keeping in mind number of outlets and market situation of all associates working under.
- Keeping an eye on **short SKUs** updating the same to seniors & distributors for primary and ensure 100% target achievement of distributors pack wise.
- Ensuring **timely dispatch of near BBD(Best Before Date)** products in market from distribution point.
- Assigning **monthly weekly and daily task to frontlines** including distributor salesman and reviewing the same during gate meeting.
- Helping frontline associates in case they are **low in performance** or not able to convince retailers in following **Coke business standard** like Cooler (Fridge) Purity, Ambient Stock display, and Selling new categories.
- Submit **standard reports** as per specified frequency
- Keep an eye on **chilling equipment's** in market and ensure purity & productivity by visiting market.
- Updating concern department in case **equipment movement plan** and ensuring **zero misplace** of chilling equipment's.
- Ensuring 100 % **scheme distribution** to retailers provided by the company.
- Ensuring effective distribution of **execution material** distribution to retailers provided by the company.

The ideal candidate

- **Good Communication Skills and able to handle objections**
- **Team Management skills**
- **Good Analytical skills and data interpretation skills**
- **Confident and self-motivated**
- **Open to travel and as per updated job location**
- **Must have good computer skills**
- **Preferably MBA**

No. of Positions: 06

Work Location: UP East region

Base Location: Faizabad (Ayodhya)

Salary: 2.00-2.50 LPA