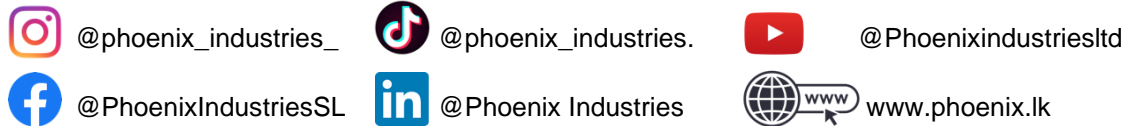


Phoenix Industries: Sales Lead – B2C

Imagine what **YOU** could do here! At Phoenix, great ideas have a way of becoming great products, services, and customer experiences very quickly. Bring passion and dedication to your job and there's no telling what you could accomplish.

Company Profile:



The role

We are searching for a creative, passionate leader with experience in retail sales industry to lead and oversee every aspect of Phoenix's sales and distribution strategies. As a Sales Lead – B2C, you will be responsible for the total sales of Phoenix B2C segment for selected provinces in the island. You are required to develop and implement effective sales and distribution strategies to drive revenue growth and maximize market share.

Key Responsibilities

- Develop and execute a comprehensive retail sales and distribution strategy aligned with the company's overall business objectives.
- Monitor market trends, competitor activities, and customer preferences to identify new business opportunities and adjust sales strategies accordingly.
- Reviews and analyzes sales and operational records and reports, uses data to project sales, determine profitability and targets, and identify potential new markets.
- Responsibility for the P&L to increase the effectiveness of the sales channels by ensuring that each channel meets its specific yearly retail revenue target
- Identifies and analyzes customer preferences to properly direct sales efforts.
- Establish and foster partnerships and relationships with key customers both externally and internally

Requirements

- A Minimum of 8 years in retail sales field experience, with at least 5 years in a leadership or managerial position.
- FMCG industry experience is very much preferred.
- Bachelor's degree in business management, sales, marketing, or a related field. MBA or advanced degree is highly preferred.
- Excellent interpersonal, communication, and leadership skills with the ability to develop and uphold relationships with stakeholders internally and externally.
- Comprehensive understanding of the retail sector, including market trends, consumer preferences, and competitors.
- Strong analytical and problem-solving skills, ability to evaluate data, identify trends and make decisions based on that analysis.

If interested, please send your resume, and cover letter to careers@phoenix.lk

