

Job Title: Account Developer - Lubricants

Company: Shell

Location: Uganda

Reports To: Lubricants Indirect Channel (B2C) Field Based Account Manager

Job Purpose

To deliver Shell Lubricants market share growth within a particular territory in the Lubricants Indirect channel.

To drive Shell Lubricants market coverage and penetration in the relevant distributor territory within the Lubricants Indirect channel.

To deliver Shell Lubricants volume plan in the indirect channel (as per distributor annual volume target).

Balance Shell Lubricants distributor business success with delivery of sales targets and customer satisfaction in trade.

Key Performance Indicators (KPI's)

- Deliver Shell lubricants volume business plan for the respective distributor territory attached.
- Manage trade and customer relationships and ensure great customer experience for all Shell lubricants customers in the respective distributor territory.
- Increase Shell lubricants awareness and market share in respective distributor territory.
- Prospect new Shell lubricants business in the respective territory and convert prospects into active Shell lubricants customers.
- Coordinate the effective execution of all trade marketing and consumer marketing activities in the respective distributor territory including; visibility drives, tactical trade offer, planned consumer marketing activities, mechanics training programs, trade incentive schemes among others.
- Ensure price compliance of Shell Lubricants in the respective distributor territory.
- Identify technical queries in trade and ensure swift responses to the respective customers.
- Supervise the execution of route to market initiatives to ensure effective market supply of Shell Lubricants including – ensuring consistent route coverage as per distributor route call plans, increasing product distribution/market penetration, enforce quality product merchandising/instore display

- Monitor distributor stocks and ensure minimum stock standards are maintained at the distributor store.
- Coach distributor van sales staff to ensure improved sales capability.
- Execute trade calls as per monthly call plans to support trade and route development activities.
- Uphold and enforce HSSE requirements at the respective Shell lubricants distributor outlet.

Key Challenges

- Overcoming distributor and distributor sales team deficiencies to deliver business results.
- Dealing with diverse and complex market environments and customers.
- Building and sustaining great relationships in trade across different levels, distributor, van sales staff and other distributor staff, trade partners, mechanics among others.
- Ability to work with and connect with people at different social economic levels.
- Prepared to work and stay in an upcountry location as required.
- Should have great listening and communication skills

Thinks on their feet and quick to find solutions

Qualification & Experience

- Bachelor's Degree in Business/Marketing/Sales/Engineering.
- At least 2 years' experience in FMCG Sales/Marketing
- Experience dealing with FMCG distributors is a plus.
- Collaborator/team player
- Great communicator
- Strong interpersonal skills