



ACCOUNT DEVELOPER- LUBES

Reports to: Field Based Account Manager

Department: Lubricants

Duty Station: Field Based

Job Summary

The Account Developer- Lubes is responsible for driving sales growth, market penetration, and market share for Shell Lubricants within an assigned distributor territory. The role focuses on developing distributor capability, expanding market coverage, acquiring new customers, strengthening customer relationships, and executing trade marketing initiatives to achieve volume, profitability, and customer satisfaction targets. The incumbent works closely with distributors, trade partners, mechanics, and internal teams to ensure effective route-to-market execution, product availability, pricing compliance, and adherence to Vivo Energy's HSSEQ standards.

Key Deliverables

- Deliver assigned lubricant sales volume, revenue, and gross margin targets within the distributor territory.
- Increase Shell Lubricants market share, coverage, and penetration across the assigned territory.
- Develop new business opportunities and convert prospects into active customers.
- Build and maintain strong relationships with distributors, retailers, workshops, mechanics, and key trade customers.
- Execute trade marketing, promotional campaigns, visibility initiatives, and customer activation programs.
- Monitor distributor stock levels and ensure adequate product availability.
- Support effective route-to-market execution and distributor sales coverage.
- Coach and develop distributor sales representatives to improve sales effectiveness.
- Ensure compliance with pricing policies and commercial standards.
- Provide timely market intelligence, competitor insights, and customer feedback.
- Promote and enforce HSSEQ compliance across distributor operations.

Expected Outcomes

- Achievement or exceeding of lubricant sales volume and profitability targets.
- Increased market share and customer penetration within the assigned territory.
- Expanded active customer base through successful new customer acquisition.
- Improved distributor performance and sales capability.
- High customer satisfaction and retention.
- Consistent product availability across distributor outlets.
- Successful execution of trade marketing and promotional activities.
- Improved route coverage and sales productivity.
- Compliance with company pricing, commercial, and HSSEQ policies.

Qualifications

- Bachelor's Degree in: Business Administration ,Marketing, Sales and Marketing ,Commerce, Economics Or a related discipline.



Experience

- Minimum of 2 years' experience in FMCG sales, marketing, or business development.
- Experience managing distributors or indirect sales channels is highly desirable.
- Experience in lubricants, petroleum, automotive, or industrial products is an added advantage.
- Proven experience in territory management and customer relationship management.
- Experience in trade marketing and route-to-market execution.

Knowledge

- FMCG sales and distribution.
- Lubricants products and applications.
- Distributor management.
- Trade marketing principles.
- Route-to-market strategies.
- Sales planning and forecasting.
- Customer relationship management (CRM).
- Market and competitor analysis.
- Merchandising standards.
- HSSEQ requirements.
- Microsoft Office and CRM systems.

Core Competencies

- Territory sales management
- Distributor management
- Business development
- Key account management
- Trade marketing execution
- Route-to-market management
- Sales forecasting
- Market analysis
- Product merchandising
- Sales coaching
- Negotiation and influencing
- Business reporting

Working Environment

- Primarily field-based with extensive travel across the assigned distributor territory.
- Frequent visits to distributors, retail outlets, workshops, garages, and industrial customers.
- Regular interaction with distributor management, sales teams, mechanics, and trade partners.
- May require residence or extended travel in upcountry locations depending on territory assignment.
- Fast-paced sales environment requiring flexibility to meet customer and business needs.