



INDIRECT CHANNEL ACCOUNT DEVELOPER

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

Department: Lubricants

Duty Station: Field Based.

Job Summary

The Indirect Channel Account Developer is responsible for driving market share growth, customer acquisition, and sales performance within an assigned territory in the lubricants indirect channel. The role focuses on expanding market coverage, improving product penetration, strengthening distributor performance, and delivering planned sales volumes while ensuring excellent customer experience.

Key Deliverables

- Deliver assigned Shell Lubricants volume, sales, and market growth targets within the allocated distributor territory.
- Develop and manage trade and customer relationships to enhance customer satisfaction and loyalty.
- Expand market coverage and penetration by identifying new business opportunities and converting prospects into active customers.
- Support distributor performance through effective route-to-market execution, outlet coverage, product availability, and merchandising standards.
- Implement trade and consumer marketing initiatives, including visibility activities, promotions, mechanics engagement programmes, and incentive schemes.
- Ensure compliance with Shell Lubricants pricing guidelines and support effective management of customer value propositions.
- Monitor distributor stock levels and ensure availability of products in line with business requirements.
- Coach and support distributor sales teams and van sales representatives to improve sales capability and execution.
- Conduct regular trade visits and customer engagements in line with approved call plans.
- Provide technical support by identifying customer product queries and coordinating timely responses.
- Monitor market trends, competitor activities, and customer needs to identify opportunities for business improvement.
- Ensure compliance with HSSE standards and company policies at distributor outlets and during field activities.

Expected Outcomes



- Achievement of lubricant volume, market share, and sales targets within the assigned territory.
- Increased Shell Lubricants visibility, availability, and customer penetration.
- Improved distributor capability and sales effectiveness.
- Stronger trade relationships and enhanced customer experience.
- Effective execution of route-to-market strategies and marketing initiatives.
- Improved product availability through effective stock monitoring and distributor support.
- Increased customer acquisition and retention.
- Consistent compliance with HSSE, brand, and operational standards.

Qualifications

- Bachelor's Degree in Business Administration, Marketing, Sales, Engineering, or a related field.

Experience

- Minimum of 2 years' experience in FMCG sales, marketing, trade development, or a related commercial role.
- Experience managing distributors, trade channels, or indirect sales networks is desirable.
- Experience in customer engagement, route-to-market execution, and sales target delivery.
- Experience in automotive, lubricants, or related industries is an added advantage.

Technical Competencies

- Indirect channel and distributor management.
- Sales planning and execution.
- Territory management and market development.
- Customer relationship management.
- Trade marketing and merchandising execution.
- Route-to-market optimization.
- Sales reporting and performance tracking.
- Basic understanding of automotive lubricants and product applications.
- Stock management and product availability monitoring.
- HSSE compliance awareness.



Working Environment

The role is primarily field-based and requires frequent travel within the assigned territory to engage distributors, retailers, mechanics, and customers. The incumbent works in a dynamic commercial environment involving market visits, trade development activities, customer engagement, and distributor support. The role may require working in upcountry locations and adapting to different market conditions while maintaining high standards of customer service, HSSE compliance, and professional conduct.