



LAUGFS Lubricants Limited is a fully owned subsidiary of LAUGFS Holdings and is the 3rd largest automotive lubricant brand in Sri Lanka. LAUGFS Lubricants was first introduced to the market in July 2008 as the only home-grown brand of lubricant offering lubrication solutions to every class of motor vehicles and industries, blended locally using modern cutting-edge technology in compliance with the highest international industry standards.

## REGIONAL SALES MANAGER

### Profile of the Candidate

The candidate should be a result driven, sales person who possesses a very positive outlook. You are expected to be a domain specialist, with a good understanding of the desired outcomes. We are on the lookout for an innovative and focused personality.

### Responsibilities

- Work in close relation to the top management towards developing the sales plan for the organization, by providing area/region specific data and information.
- Develop & execute sales strategies for a given region and the areas therein, in consultation with the team.
- Monitor existing distributor/channel capabilities and make suitable changes to the same to meet the required sales objectives.
- Nurture and develop sustainable relationships with distributors / dealers & customers.
- Constantly monitor competitor movements, strategies and actions in the given region and take appropriate countermeasures.
- Provide inputs to the national sales manager about competitor activities in the region, so as to enable him/her to develop pan-island counter strategies.
- Ensure development of appropriate sales databases, along with the area sales team, which include client's information, prospective client's information, industrial customers, channel members.
- Review and monitor sales volumes, and receivables information on a regular basis and provide the MIS of the same to NSM.
- Take timely and appropriate action pertaining to outstanding receivables.
- Monitor the cost of sales (including wages, incentives, travel costs, promotion, discounts etc) and ensure that they are in-line with the budgeted amounts/targets.
- Establish and conduct sales team training and coaching programs to the team, ensure that they are equipped with current knowledge of org. products and services.

### Requirements

- Should have minimum of 10 years' experience in the automobile, lubricant or FMCG industry.
- Bachelor degree in marketing, business administration, SLIM, CIM or any related professional qualification.
- In depth knowledge of marketing techniques and best practices.
- Proven expertise and exposure to distribution operations.
- Excellent team player with the ability to move with different calibers of people and drive them towards one common goal.
- Quick decision-making and problem-solving skills.

*If you believe you've got the drive to take our organization to the next level, please forward your resume to [lubricants.careers@laugfs.lk](mailto:lubricants.careers@laugfs.lk) stating two non-related referees, mentioning the post applied for in the subject line, within 10 days of this advertisement*

