

Sales Marketing Representative Pharma & Beauty

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Company: Bolton Group

Location: Thessaloniki

Category: other-general

Sales Marketing Representative Pharma & Beauty - Bolton Hellas

Bolton Hellas

Bolton Hellas is since 1976 part of Bolton Group, an Italian Multinational company in the FMCG sector with the HQ in Milan. Bolton Group produces and markets a vast array of branded consumer products and has built an outstanding portfolio of over 50 well-known brands in Food, Household and Laundry Care, Adhesives, Personal Care and Well-being, and Beauty Care.

The Bolton Hellas commercial organization is located in Athens and is a leading retail supplier in the Greek FMCG sector in the Categories of Food, Homecare and Personal Care distributing prestigious brands, including Rio Mare (Food), Overlay, Merito, WC Net, Omino Bianco, Fornet (Homecare), and Neutro Roberts, Borotalco and Somatoline Cosmetic (Personal Care).

Location: Thessaloniki

For Bolton Hellas we are looking for a Sales Marketing Representative in charge to support our Sales team for the Pharma business in Thessaloniki.

The main responsibilities are the following:

Client management & development:

Responsible for the implementation of the Commercial Strategy to the Client / Area assigned, based on the guidelines determined by the manager of the channel / Brand

Guarantees the implementation of national contracts (in particular, promotions, assortments, etc.)

Identifies & Seizes Opportunities within the Point of Sales to contribute to reaching Sales / Profit Goals & Strategic related product objectives of the Client / Brands

Organizing & Preparing daily routing / itinerary to meet qualitative goals set by the Company

Merchandising:

Directly carries out merchandising activities on Points of Sale to the assigned Area of responsibility:

Ensures proper stock management

Optimize the display effectiveness of the products

Ensures the maximum result of promotions and monitors their effectiveness, carrying out all the support activities (managing the point of sale in terms of exhibition space, price and duration)

Check the stores and implements actions in order to cover any performance gaps:

Check the number of references and, where necessary, take care of the introduction of agreed references

Ensures the analytical assortment, modifying the range of items present

Periodically monitors Competition in regards to pricing, promo intensity / depth, assortment changes

Skills And Competencies:

Mandatory Pharma experience

Leadership

Strategic Thinking

Innovation

Teamwork

Persuasive selling

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