

Regional Sales Manager | Colombo Region

At our company, we believe that every small idea has the potential to **spark** something **extraordinary**. We foster an environment where creativity, passion, and innovation come together to fuel growth. When you join us, your unique **spark** isn't just encouraged - it's celebrated! Together, we create a workplace where every contribution, big or small, **transforms** into something remarkable.

The Role

As the **Regional Manager - Colombo Region**, you will play a critical role in leading our regional sales efforts and driving strategic growth. You will be responsible for achieving sales targets, managing key customer and distributor relationships, and identifying new market opportunities. Your role will involve analyzing sales and market data, guiding the regional sales team, and expanding our presence across retail, wholesale, institutional, and modern trade channels.

Key Responsibilities

- Drive and achieve monthly, quarterly, and annual sales targets for the Colombo region.
- Monitor and improve primary and secondary sales performance.
- Conduct field visits and provide ongoing support and leadership to the sales team.
- Analyze market trends, customer data, and competitor insights to adjust strategies.
- Identify and establish new business opportunities and distribution channels.
- Strengthen and manage relationships with distributors, retailers, and key clients.
- Ensure customer satisfaction through efficient service, product knowledge, and timely deliveries.
- Address and resolve customer feedback and complaints in a timely, professional manner.
- Submit regular sales reports, forecasts, and market updates to management.
- Expand our presence across retail, wholesale, institutional, and modern trade segments in the region.

Requirements

- Minimum 1 year of sales experience in FMCG, plastics, or consumer durable sectors.
- A Bachelor's Degree in Marketing, Business Management, or a related discipline is an added advantage.
- Strong proficiency in MS Office (Excel, Word, PowerPoint) and experience with sales reporting tools.
- A valid driving license and willingness to travel extensively within the assigned region.

If interested, please send your resume, and cover letter to careers@phoenix.lk

