

Job Framework Sales Representative

Job Title:	Location:	Reporting to:	Probationary Period:
Sales Representative	As per assigned	Sales Manager	4 months

Purpose:

The Sales representative will be responsible for sales, Marketing and demand generation interventions for MSPT's sexual reproductive health, family planning and other related products in assigned areas, focusing on increasing product sales, uptake of MSPT's sexual reproductive health and family planning products to the potential Market. The position will be responsible for strengthening relationship with key stakeholders and potential distribution and sales points to gain the smooth selling of products. The Sales representative will lead overall demand generation of MSPT products in assigned district/s.

This is field based position and will require extensive travel within assigned district/s and should have a two-wheel vehicle with driving license. Based on relevance of qualifications and skills, Management will reserve the right to hire the sales representative.

Marie Stopes product trading company limited is a trading wing of Marie Stopes International Nepal. The main objective of MSPT is to increase access of quality health care and family planning products in affordable price.

Marie Stopes International (MSI) is a marketing-focused, results-oriented social enterprise. We develop efficient, effective and sustainable family planning programmes in the UK and overseas. The UK division provides services to men and women over 130,000 times a year.

The primary responsibility of this role is to further MSI's Goal: **THE PREVENTION OF UNWANTED BIRTHS** and its mission of ensuring the individual's right to: **CHILDREN BY CHOICE, NOT CHANCE**

It is a role requirement that the job holder must fully comply with, promote and live **MSI CORE VALUES**:

Mission driven	Client centered	Accountable	Courageous	Resilient	Inclusive
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Key Responsibilities:	
Tasks	Measure
<ul style="list-style-type: none"> Present, promote and sell products using solid arguments to prospective customers, uptake products, and MSPT brand loyalty. Perform cost-benefit and needs analysis of existing/potential distributor, relaters to meet their needs Reach out to customer leads through cold calling/ direct visit Establish and maintain productive relationships with potential sales points/ groups to ensure increase in footfall and increase of product sales. Visit key distributors, stockist, and sales points on regular basis to motivate and gain support for increase sales numbers. Analyse the territory/market's potential, track sales and status reports Create and manage database of key stakeholders and referral points in the assigned area. 	<ul style="list-style-type: none"> Sales and activation plan results in increased revenue and product uptake Number of visits conducted with key stakeholders and sales points Database of stakeholders and sales points maintained.

<ul style="list-style-type: none"> • Prepare monthly sales plan in regular communication and coordination with Area sales officer. • Supply management with reports on primary and secondary level sales data, customer needs, problems, interests, competitive activities, and potential for new products. • Keep abreast of best practices and promotional trends. • Prepare, collect, compile and submit regular reporting documents to immediate line manager on a regular basis. • Take up the responsibilities assigned by management. • Gather information from the competitors and forward the same to supervisor along with possible steps. 	<ul style="list-style-type: none"> • Monthly/ quarterly sales report and status report • Work plans implemented and properly monitored • Performance target as agreed with the organisation. • Regular reports submitted.
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Skills and Experience

Qualifications:

- Minimum of +2 academic qualification (Bachelor's in any discipline preferred)
- Excellent interpersonal, and oral presentation skills.
- Ability to work in a complex environment with multiple tasks, short deadlines and intense pressure to perform.
- Asset: Experience and understanding of sexual reproductive health and family planning in the Nepal.
- Ability to travel extensively within the assigned district as required by the job.

Experience:

- A minimum of 2+ year in carrying out sales activities pharma industry (preferably in pharma industry focused on SRH)
- Demonstrated experience in working in the medicine sales.

Skills:

- A highly creative and conceptual thinking individual with a passion for delivering, engaging and creative solutions.
- Self-starter (diligent, reliable, proactive and responsible)
- Strong spoken skill in Nepali language (knowledge of other local language is an additional benefit)
- Ability to 'sell' ideas, concepts in the community.
- IT literate (Knowledge of MS word, excel and PowerPoint is a must)
- Effective leadership and management skills
- Strong analytical skills

Attitude / Motivation:

- Client-focused
- Results-driven
- Strong commitment to the goal and vision of MSPT
- Desire to understand community needs
- Team Player
- Well-connected in local marketing and communications scene.

Employees Name:
Date:

Signature: