



A public quoted FMCG company born in 1941 and still winning the trust and hearts of our consumers. We manufacture and market some of the best and trusted brands in the country with one of the largest distribution networks in Sri Lanka offering, skin care, baby care, personal care, laundry care and household care products. We are the market leader in the herbal personal care product category with the second largest soap manufacturing facility and one of the best research & development labs in the country. We have a passion for making superior quality skin care products and recently we have expanded our range to new generation skin care products such as Shower gels, Gel bars, Colognes, Creams and Lotions. We are passionate about bringing the best of nature's care products to our consumers.

FIELD SALES MANAGER

Responsibilities of Field Sales Manager

- Lead the assigned Sales Team of Area Sales Managers and their field staff to achieve the company Sales Budgets and Targets
- Lead the assigned field sales team from the front by identifying both struggling and successful sales initiatives and explore ways to improve on sales metrics
- Regularly review sales data, identify gaps and propose improvements to Management on timely intervals
- Motivate and train Field Staff for greater effectiveness and productivity, and overseeing other onboarding tasks as needed with support from Head Office
- Strategize and implement better route to market initiatives with distributor business partners with cost effective multiple channel coverage
- Utilize business intelligence tools to provide sales insights to marketing and sales staff for continuous improvement
- Communicate actively with sales teams and business partners in the assigned areas to help foster a strong and positive team environment
- Plan and execute regional sales meetings to help provide feedback and cascade sales insights and best practices within the Field Sales Team

Qualifications /Competencies

- CIM/SLIM post graduate Diploma
- A degree in business administration, marketing, or related fields will be an extra advantage
- Quality field experience in FMCG industry with 5-7 years in Management positions
- Proven sales experience and knowledge, including familiarity with current trends in FMCG business
- Experience with customer relationship software and services
- Strong communication skills with an ability to communicate across different levels of an organization
- Notable interpersonal skills with a positive demeanor and ability to provide both positive and negative feedback effectively. Strong work-ethics, honesty and integrity at all times
- Willingness to travel regularly to attend and host meetings and assist with general management duties

Interested candidates are invited to send their CVs including names and contact details of two non – related referees to careers@swadeshiindustries.lk mentioning the post applied for, in the subject line of the email on 03rd May 2023.

A BELIEF IN OUR CULTURAL
VALUES & HERITAGE

POSITIVE

TEAM WORK

FAMILY VALUES

100 % SRI LANKAN

PASSIONATE

QUALITY CONSCIOUS



Khomba
BABY



Managing Director

The Swadeshi Industrial Works PLC.

No: 57, Colombo Road, Kandana.

Tel: 2236471, 2236244, 2232078-9

Fax: 2237180, 4832415 Email : careers@swadeshiindustries.lk

Website: www.swadeshiherbal.com



ISO 9001 : 2015 Certified Company

