

# TAKING SRI LANKA TO THE WORLD



## AREA SALES MANAGER – GENERAL TRADE/ COSMETICS CHANNEL

The selected candidate will be responsible for providing dynamic leadership to the sales representatives ensure the agreed primary and secondary sales volume, revenue, productivity and distribution targets are met. He/She will be responsible to ensure growth and achieve maximum potential of the area assigned. The selected candidate will also be responsible for distributor management and provide them with required services to maintain good partnership. S/He should ensure that all development, merchandising and promotional activities achieved within the given given time frame to drive set targets and objectives. S/He will be responsible for development, grooming and retention of sales representatives in the assigned area.

**Sunshine Holdings PLC** is a diversified conglomerate contributing to 'nation-building' by creating value in vital sectors of the Sri Lankan economy - mainly in the healthcare and consumer sectors, with strategic investments in agribusiness. The business units comprise of Sunshine Healthcare Lanka, Sunshine Consumer Lanka, Lina Manufacturing and Watawala Plantations PLC, which are leaders in their respective sectors. Established over 55 years ago in 1967 as a humble pharmacy in Gampola, the Group is now home to leading Sri Lankan brands such as Zesta Tea, Watawala Tea, Ran Kahata, Daintee Confectionery and Healthguard Pharmacy, with over 2000 employees and revenue of LKR 56 Billion.

### PERSONAL PROFILE

- 5–8 years of experience in Sales and Marketing within a similar or related industry/channels with at least 3+ years in a managerial role
- Proven track record of achieving and exceeding sales targets
- Excellent communication and interpersonal skills
- The willingness to travel extensive distances within the Sri Lanka as required
- Experience managing multiple regions across Sri Lanka will be an added advantage

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Great Place To Work®

SRI LANKA 2024

#### SEND US YOUR RESUME!

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