

# Job Description

MARS

Job Title/ Job Level	Sales Capability Manager /
Segment/Business Unit	Petcare, Indonesia
Function	Sales
Location/Site	Jakarta, Indonesia /JAK
Line Manager's Name	Country Director, Petcare Indonesia
Date	

## Job Purpose/Overview

Answer why this job is in the organization; why this job exists (2 or 3 sentences maximum)

The core purpose of the job to build sales team functional capability to win in the market and to identify the opportunities to make the sales force more efficient, work on project of sales force automation deployment for Mars Petcare.

## Key Responsibilities

Please list the most important and relevant responsibilities

### **Sales Function Capability Need Gap Analysis**

- For all sales associates (Mars & Third Party)
- For all channels.

### **Module Development**

- Access Mars University content
- Develop content basis gaps and needs keeping in mind the local language needs

### **Training Deployment**

- Deploy content as per aligned deployment strategy through self / external support
- Train sales line managers for on the job coaching
- Induction & orientation of new sales joiners

### **Sales Capability Scorecard**

- Deploy capability scorecard & track performance
- Develop & Track sales incentive program

### **Sales Operations**

- To identify the gap and opportunities on sales call efficiencies
- Optimize the beat/route map to maximize efficiencies for FSA`s in alignment with RSMs.

### **Sales Force Automation**

- To drive the project to deploy sales force automation with sales team and Mars IS

## Scope

The scope of the role covers all Mars sales associates and 3<sup>rd</sup> party sales associates handling all channels including MT, SPT & GT. Understand the sales objectives, identify performance gaps, develop and deploy training inputs to build strong sales functional competencies at all levels. So as to enhance the effectiveness of sales force and impact performance for business growth. To maximize efficiencies of sales team and productivity by mapping beats and routes and simultaneously preparing to deploy sales force automation for Petcare.

### **Business Needs**

- a) Translating sales OGSM into Sales Capability needs in priority to deliver against business goals.
- b) Develop a 2-year Training Roadmap for different roles in MARS PETCARE INDONESIA using Sales OGSM, Sales Global Competency Framework and MLCs.
- c) Use 70:20:10 Learning Framework.
- d) Deploy SFA to drive efficiencies and productivity.

### **Module Development**

- a) Closely work with sales collage & access Mars University content.
- b) Closely work with other sales capability resources in ISEAT and understand the best practices across.
- c) Customize & develop content basis gaps and needs keeping in mind the local language needs.
- d) Develop sales tools like retail stories & detailers in close coordination with customer marketing / marketing.

### **Implementation**

- a) Organize training materials for use in delivery of all levels, including classroom and field training.
- b) Working with subject matter expert from P&O, Asia Region, Global or 3<sup>rd</sup> party to deliver.
- c) Monitoring and supporting managers and field supervisors in program delivery.
- d) Budget Management,
- e) Responsible for all Sales Induction Program.
- f) Build a coaching culture.
- g) Conduct Train-the-Trainer to develop the facilitation and coaching skills of sales team.

### **Evaluation**

- a) Deploy sales matrix & capability scorecard.
- b) Closely track performance.
- c) Develop & Track sales incentive program.
- d) Evaluate all program content and delivery against feedback and have specific action steps for improvement.
- e) Review market challenges against effectiveness of training programs for use by sales team in execution and work with Asia Sales College in program design for improvement.
- f) Good administration of all training-related information for evaluation.

### **Foster Community**

- a) Build the MARS PETCARE INDONESIA Sales Community by bringing the team together to share learning and challenges using various communication platforms.
- b) Communicating and link in to the latest Global Sales news and learning to bring the capability to the next level

### **Other Expectations**

- a) All Sales associates and distributor sales people from all channels are in the scope of target audiences.
- b) Sales training team members are equipped with hands-on know-how of field sales, modern trade, SPT, mass market, wholesales and distributor management, and should be able to advance his/her knowledge in sales practices in all channels through continuous learning and self-development.
- c) The incumbent works closely with Heads of sales in each business units, Asia Sales Training Hub Leader, core team leaders in Asia Sales Training Hub, local P&O, in the needs analysis, program development and delivery.
- d) The incumbent proactively shares best practices and promotes learning organization and knowledge management.
- e) The incumbent should also support other learning and development activities beyond sales training programs.
- f) The incumbent must be able to leverage resources available locally in business units.

### **Key Working Relationships**

- Review with MARS PETCARE INDONESIA Country Director
- Monthly working sessions with MARS PETCARE INDONESIA Sales College Consultant (if necessary to work with Consultant)
- Weekly meeting and working with sales team-FSA and ASMs to optimize beats to drive efficiencies
- Bi-annual alignment with Sales Director
- Project working with MARS IS to deploy SFA
- P&O for MLCs program

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## **Job Specifications/Qualifications**

State the minimum education, knowledge, skills and experience this position requires. State the physical and/or mental requirements for the role (e.g. stand for x hours, lift x weight, concentration on repetitive tasks). Please distinguish any “preferred” qualifications.

Note: May differ from the current job holder’s own skills and experience.

### 1. Education & Professional Qualification

**University Degree in related field.**

### 2. Knowledge/Experience

**Minimum 6 years of Sales experience in MNC; Food Industry preferred.**

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## Key Supporting Competencies

(Note: competencies selected should be job related)

1) MLC : Drive for Results, Business Acumen, Planning and Prioritization, Self-Development, Building Collaborative Relationships, Presentation Skills.

2) Proficiency in English and Indonesian Language is a MUST.

**MARS**