



Example of Customer Development Job Description

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Our innovative and growing company is searching for experienced candidates for the position of customer development. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for customer development

- Creates demand for PIH products and services by raising their profile with customers
- Customer Shopper Marketing
- Translating sales strategies into specific operational sales objectives (e.g., pricing, distribution, share of shelf, volume, profitability, and market share) and other key performance indicators (KPIs) including gross to net, margin, forecast accuracy, account inventory levels, days sales outstanding, out of stocks, promotional performance)
- Regularly visit stores in order to identify areas of improvement
- Resolve operational issues at head/regional offices or in-store
- Lead development of 18-month rolling, joint, "win-win" business plans (baseline and promotions) covering sales, volume, and profitability at Product Planing Group/SKU level, and incorporating customers' objectives and strategy
- Monitor compliance of 5P activity execution against established agreements/objectives and tracks interim performance of 5P activities to identify shortfalls/potential upsides against established objectives
- Identify causes of 5P activities' underperformance, both internal and external factors
- Develop and pre-evaluate corrective action plans for 5P activities
- Conduct post-evaluation analysis based on activity details and compares results with pre-evaluation analysis, explaining any potential differences

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- Bachelor's/College Degree, Economics, Business Studies/Administration/Management, Marketing, Commerce, HRM or equivalent
 - 2 year (s) of working experience in the related field is an advantage
 - Bachelor's degree or Master's degree in Chemical Engineering, Polymer Engineering, or Plastics Engineering from a reputed college with minimum GPA 6.5 and above
 - Minimum 3 years of sales experience (Telemarketing experience a plus)
 - Strong computer skills and working knowledge of Microsoft Office (Word, Excel, Outlook)
 - Positive attitude, strong customer service and respect!