

Job Description



Position Title: Sales Expert
Reports To: Sales Expert Supervisor
Effective As Of: May 1, 2019

Purpose of the Job:

Encourage all Legal Age Smokers (LAS) who would otherwise continue to consumer tobacco to switch to smoke-free alternatives by communicating the correct and relevant product features of IQOS in order to encourage trial.

Accountability 1: Product Knowledge

Ensure excellent product knowledge pertaining to IQOS by familiarizing yourself with the company's vision for a smoke-free future, knowing all the benefits of IQOS and understanding the basic science and technical aspect of the product.

Accountability 2: Sales

Transition from offering product knowledge to sales of IQOS and HEETS to LAS / LAUs.
Adhere to KPIs and sales targets to redeem incentives (b/w 21-40 devices sold = AED 60 / \$ 16 per sale – capped at 40 devices).
Ensure all correct invoicing is provided to consumers on purchase.

Accountability 3: Product Trial

Encourage product trials for LAS by conducting a guided trial to take the LAS through each step of the consumption journey: FTE (48 hours per week – 6 GT per day)
Ensure the guided trial is conducted smoothly and without rush in order to leave the LAS with the best experience of both the product and journey.
Understand LAS objections and pain points to and handle them with the right product feature and benefit.

Accountability 4: Interactions

Conduct 1-2-1 or 1-2-Many interactions and guided trials with LAS / LAU.
Ensure the correct techniques are applied so as to give each LAS / LAU the best experience.
Utilize the tool box provided to ensure the best possible interaction.
In alignment with the Sales Expert Supervisor, provide timely feedback on overall interactions and come up new ways of working to further enhance the consumer experience.

Accountability 5: Consumer Profiling

Familiarise yourself with your consumer before pitching IQOS in order to uncover the consumer's needs, lifestyle and pain points.
Based on your understanding of the consumer, present the relevant IQOS benefits to ensure that the product resonates and is relevant to their needs.

Accountability 6: Systems Knowledge

Master the IT tools (SHIFT X) that you will use in order to assist your interaction.
Ensure all inputted fields are done correctly and accurately.
Provide feedback to relevant stakeholders on the systems when relevant.
Registration of 100% of new LAS.
Opt in Rate of 75% of newly registered LAS

Accountability 7: Customer Care

Understand the customer care process so as to equip the consumer with the relevant knowledge and contact details when they require assistance post purchase.

Understand the warranty and subscription policies so as to best inform the consumer.

Build relationships with your consumers to assist them through their conversion journey.

Accountability 8: Compliance

Ensure that you practice and adhere to PMI Policies & Procedures, Stock Management and IC/SE Directives.

On a weekly basis, reconcile all devices and HEETS with the warehouse representative and ensure accurate tracking.

Skills and Competencies:

- Strong communication
- Service / customer orientated
- Negotiation
- Self-motivated
- Time management
- Active learning
- Listening

Qualifications:

- 2+ years' experience in retail, sales, customer service or related fields
- University or College degree
- Fluency in English. Arabic is a plus.