

Job Description for: _____
Based at: Purnaa Enterprises
Title: Nepal Sales and Marketing Manager
Reports to: Director of Sales and Marketing

Job purpose: Increase Purnaa sales by conducting sales and marketing activities focused in Nepal.

Key responsibilities and accountabilities:

- 1) Seek out, contact, follow up, and convert new leads for Purnaa custom caps, other Purnaa products, and custom manufacturing services.
 - a) Conduct sales of Purnaa products and custom manufacturing to Nepal-based businesses and NGOs.
 - i) Contact companies and organizations in Nepal that would be interested in Purnaa products.
 - ii) Work with the marketing associate to prepare appropriate sales collateral for marketing Purnaa products.
 - iii) Invoice and collect payment from customers as they order.
 - iv) Follow up with existing customers to increase reorders.
 - v) Meet with visiting local customers to show capabilities and discuss opportunities. Help customer make selections by building customer confidence; offering suggestions and opinions
 - vi) Work with Project Management Team leader to track inbound-leads and follow up with them to assist them in getting ready for handoff to project managers
 - vii) Update CRM with lead and customer status
 - viii) Maintain conversation with active leads to answer questions and get them ready for ordering
 - ix) Collect relevant details about customer order potential, likelihood of being good long-term customer, and order details and product details
 - x) Work with costing manager to provide estimates for customer orders
 - xi) Follow up with customers to keep them moving toward an order
 - xii) Direct customers toward orders that are within Purnaa's focus capabilities
 - xiii) Inform customers of Purnaa process and policies early to increase likelihood of ordering once entering the sampling process
 - xiv) When ready hand-off customer to Project Manager with relevant background information for Project Manager to help the lead through sampling
 - xv) Coordinate sales efforts with Project Management team to increase current customer sales and improve quality of leads handed off for sampling
 - b) Serve as backup and overflow for sales inquiries through Purnaa's online advertising and marketing from Project Management Team leader
 - c) Participate in local sales events.
 - i) Research local sales events and suggest good opportunities for Purnaa participation.
 - ii) Work with the marketing associate to create display materials and plan for and staff tables at local sales events.
 - d) Research local retail sales opportunities, pursue new retailers to carry Purnaa products and QC seconds and manage product sales, inventory, and billing in those locations.
 - i) Negotiate sales agreement and pricing with retailers.
 - ii) Manage product selection, stock tracking, invoicing, and receipts from retailers that carry Purnaa products.
 - iii) Seek out and ways to increase sales through retailers that carry Purnaa products.
- 2) Manage Purnaa Product Stock, to include finished goods and resalable raw goods
 - a) Manage direct sales to local customers
 - i) Ensure products are labeled properly with product info and price
 - ii) Ensure check-out devices are properly charged and maintained.
 - iii) Regularly reconcile invoices and cash with accountant.
 - iv) Immediately update inventory system with local outlet sales of exportable items
 - b) Keep inventory in system.
 - i) Daily update stock on any new sales or stock additions
 - ii) Every three months perform a stock check to ensure system accurate.
 - iii) Review sales patterns and suggest ways to improve sales and when to make additional stock
- 3) Conduct tours of the factory and then facilitate tour groups shopping of Purnaa stock products.
- 4) Special Project – assist in transition to long term local sales plan without outlet

Working Hrs: Full-time Monday – Friday, 8:30pm – 5:30pm. Hours can be flexible due to sales meetings and events. Compensation will include a basic salary plus a sales commission.

Key Characteristics: Resilient, Disciplined, Creative but Organized, Good with numbers and planning, Good connector, able to recognize opportunities, Target driven, Self-motivated

Requirements:

- Bachelor's degree completed or higher

- 3+ years of experience in a related field
- Proven track record of growing sales for another company
- Excellent written and spoken English and Nepali
- Scooter or motorcycle license and ability to travel around Kathmandu valley to visit customers
- Comfortable with computers. Demonstrated experience with office software including E-mail, Excel, and Word and able to learn Purnaa's accounting software and process for invoicing customers.

Salary: Rs 40,000 to Rs 50,000 based on experience.

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Team Goals

1. Total sales team generates 45 handoff days per month
2. Fiscal Year (July 2023-July 2024) total sewing sales of \$810,000
3. Fiscal Year (July 2023-July 2024) total cap sales of \$260,000

Priorities

1. Primary Focus – SFS customer acquisition
2. Secondary focus - long-term contract manufacturing customers
3. Tertiary focus – serve as backup to local sales associate

Work Rhythm Expectations

1. Office Hours 8:30am-5:30pm
2. Flexibility needed for some sales activities and meetings with customers outside normal hours
3. Staff meeting and Marketing and Sales Meeting on Tuesdays