

WE ARE HIRING!

Position: Executive (Trade Sales) - Dhaka-Mymensingh

Key Responsibilities:

- **Sales & Target Achievement:** Achieve monthly and annual sales targets while ensuring healthy product mix. Follow credit regulations; ensure timely collection of outstanding payments and reduce overdue.
- **Order & Delivery Management:** Collect sales orders and coordinate timely product delivery. Follow up on payment realization and manage issues like cheque dishonor or delay.
- **Market Development & Demand Generation:** Conduct regular market visits including house, project, and corporate office visits. Identify new business opportunities and expand dealer networks.
- **Stakeholder Relationship Management:** Build and maintain strong relationships with dealers, painters, contractors, and influencers. Liaise with government bodies such as PWD, LGED, EED, and HED to support institutional sales.
- **Promotional & Marketing Activities:** Organize painter's workshops and weekly meets as per company guidelines. Implement and monitor trade promotions, branding activities, shop sign installations, etc. Communication schemes and offers effectively to all stakeholders
- **Credit Control:** Coordinate with the credit recovery team to manage long-pending overdue collections
- **Other Responsibilities:** Ensure smooth functioning of color scape installations and ongoing maintenance. Ensure coverage of existing and potential stakeholders including non-active customers.

- **Job Type:** Permanent
- **Location:** Dhaka-Mymensingh
- **Vacancy:** 05
- **Working Days:** 6 days per week.
- **Compensation:** As per company policy.
- **Benefits:** Mobile allowance, TA and DA, Attractive incentive packages, casual and sick leave as per applicable labor laws, insurance benefits and domestic/foreign trips as per company policy.

Job Summary:

We are seeking a proactive and detail-oriented individual to join our Trade Sale team. The ideal candidate should be eager to drive sales growth by achieving sales targets, expanding market reach, and ensuring effective coordination with dealers, painters, contractors, and government stakeholders. The role also includes credit management, demand generation, and execution of marketing and promotional activities.

Qualifications:

- Bachelor's degree in business administration / marketing or related field.
- Minimum 2–3 years of sales experience, preferably in paint, building materials, FMCG.
- Self-motivated, strong communication, negotiation, and relationship-building skills.
- Familiarity with local market dynamics and government sales procedures.
- Willingness to travel frequently within assigned territory.

Application Process: Please send your CV, along with a recent photograph, to recruitment@nerolacbd.com with the Subject Line- **Position name _Department_Location** .

Application Deadline: 5 March, 2026