



**POSITION: FIELD SALES MANAGER - CENTRAL**

**DEPARTMENT: SALES**

**LOCATION: SAVANNAKHET**

## WHAT YOU'LL BE DOING

- Develop and execute the national On/Off-Trade sales strategy aligned with overall commercial objectives
- Monitoring and evaluating sales activities and leading sales team to achieve sales target.
- Ensuring effective sales strategies are implemented to maximise company sales and revenue.
- Identifying skills gaps and providing coaching to District Sales Managers (DSMs) and Market Development Executives (MDEs)
- Assisting and providing guidance to the DSMs and MDEs handling sales related issues
- Conducting employee evaluations for DSMs and MDEs and suggesting areas for improvements
- Supervising and leading the assigned sales team to ensure sales promotional programs are effectively and successfully implemented to reach the sales targets.
- Assessing sales performances, making contract arrangement and calculating products for retailers based on the agreement set by the company.
- Building and sustaining solid relationship with both existing and potential customers
- Completing sales reports and submitting them to upper management as required
- Ensuring that DSM and MDE teams follow all LBC policies and procedures, including but not limited to the Internal Working Rules and OHSE.
- Working closely with DSMs to identify growth opportunities in each area through client prospecting growing retailer base and also maintaining close relationship with key retailers.
- Working closely with DSMs to manage & grow volumes and profits through Distributors.
- Routinely inspecting market to ensure retail execution is according to company standards/policies/targets, measures progress and takes actions for improvements and at the same evaluates competitor's activity.

## WHAT WE'RE LOOKING FOR

- Bachelor or master's degree in business administration, Marketing or related discipline
- Experience and intensive knowledge on sales, customer service, channel marketing and merchandizing.
- Previous work experience in FMCG/F&B industry, cross functional exposure will be favourable.
- Strong collaboration, planning and organizing skills.
- Strong problem-solving, organizational, and leadership skills
- Exceptional customer service skills and achievement and results oriented.
- Effective communication and presentation skills



- Fluent communication in English language is essential.

## OUR GROWTH CULTURE

### Semper Ardens

- Always burning, striving for more
- Sets clear and stretch objectives and rigorously tracks delivery
- Seizes opportunities, embraces and drives change

### Positive energy and compassion

- Proactively aligns self and team towards agreed priorities
- Actively promotes 'one-team' spirit and collaboration across functions

### Consumer Passion

- Anticipates and acts on the needs of consumer/customer/society
- Always have the consumers interest at the heart of all decisions.

### Decide fast and deliver with excellence

- Takes and executes decisions with quality and speed
- Plans effectively, sets priorities and puts ideas into practice
- Takes into account details and big picture when solving problems

### Empower, support and grow our people

- Involves and inspires others and gives people responsibility
- Listens actively and wins others over to win-win solutions
- Detects and encourages talent and coaches towards company targets

## HOW TO APPLY

Submit your updated CV and cover letter (in English) to [recruitment@beerlao.la](mailto:recruitment@beerlao.la) before the application deadline on 6<sup>th</sup> July 2026. For more detail, please contact our recruitment team: Tel: 020 56556272.

## BREWING FOR A BETTER TODAY AND TOMORROW

For us success has always been in the diverse mix of our people, our beers, and our brands. At Lao Brewery, we want to recruit and develop people with a global mindset, cultural understanding, and international experience to ensure that our organization stays agile, inclusive, and prepared for future growth. Only by acknowledging and harvesting from different perspectives and experiences, we will gain competitive advantage and leverage the effect of diversity for business growth. LBC aims to create equal access to opportunity regardless of social identity, and we encourage everyone to apply regardless of gender, nationality, race, religion, or any other characteristics protected by law.

