



**SMARTER  
WORKING  
FORCES  
JOINING**

  
Lao Brewery

A VERSATILE  
YOU IS  
BREWING  


**POSITION:**

**FIELD SALES MANAGER**

**DEPARTMENT:**

**SALES**

**CONTRACT TYPE:**

**PERMANENT**

## **KEY RESPONSIBILITIES**

This role will report directly to the National Sales Manager in Sales Department and will have overall responsibilities including but not limited as following:

- 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.

## **QUALIFICATION REQUIRED**

- 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.

## **HOW TO APPLY**

Submit your updated CV and cover letter (PDF in English) to [recruitment@beerlao.la](mailto:recruitment@beerlao.la) before the application deadline on **25<sup>th</sup> January 2026**. For more detail, please contact our recruitment team: 020 56556272 (Call only)  
Mon-Fri 8:00 – 17:00. We look forward to receiving your application.

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.



  
Lao Brewery

  
Carlsberg  
Group