

COMPANY IGT ANTILLES

Account Develop Representative

II. OVERALL OBJECTIVE & PURPOSE

Accountable for reaching the Company's Sales Targets by ensuring the best cost-efficient distribution route, as well as the availability and visibility of the products. Responsible of executing marketing's strategies and at the same time of developing and maintaining an effective work relationship with lottery retailers and key account agents, designated within his/her territory, to maximize compliance. This position will be under direct supervision of the Retail Manager, who will provide assistance and guidance within their territory, will contribute to the quality of the customer service and with the achievement of sales targets.

III. PRINCIPAL DUTIES & RESPONSIBILITIES

Business KPIs

- Accountable for reaching Sales Targets, according to the different product types, commercialized by the company (Online / ISTs / Commercial Services).
- Recruit new agents with high potential, capable of adding value to our agent's network. Advise them on how to optimize the lottery business, in order to develop and grow.
- Guarantee the established frequency visits to the agents, to ensure a consistent and professional presence at every lottery and commercial service business.
- Together with finance, the ADR will be accountable of the proper management of the Retail Agents Accounts (A/R). Additionally, responsible of training the Retail Agents on correct account handling and guide them within the accounts' policies and other related information.

Competitor Environment

- Ensure a continuous tracking of the competitor's environment. Advice on potential actions/risks that can affect the lottery business, due to any competitor action.

Business improvement

- Train periodically retailers' staff on all incentives, selling techniques and promotional programs to ensure they understand, and that all pertinent information is provided.
- Ensure the correct consumer dialog, throughout the execution of the marketing strategy and guidelines. (POP materials, planogram, perfect store execution).
- Continue analysis of the performance of your agents to determine growing opportunities.
- Support the development of the Trade Marketing strategy in your area to achieve the required sales targets for your agent base.
- Coordinate with Tele Sales, to ensure your retailers have the right stock level for each IMG price point, including base games and New games.

- Provide agents with specific action plans, on a weekly basis to your supervisor, showing growing objectives by category.
- Support all the departments with the gathering of market data.
- Able to support the company in extracurricular activities, such as Beneficiaries and others.
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IV. REQUIREMENTS

ACADEMIC BACKGROUND

- Minimum education - 5 O' levels including Mathematics and English Language

EXPERIENCE

- Years of Experience - 5 years of sales experience or equivalent professions

ESSENTIAL REQUIREMENTS

- Proficiency in Microsoft Office, Excel and Power Point
- Standard requirements for research and analysis
- Understanding trade covered and route management
- Effective time management and organizational skills
- Must be able to influence and communicate effectively with lottery personnel and lottery retailers
- Must comply at all times with lottery and company's policies and procedures
- Must be able to speak clearly and persuasively with strong interpersonal and presentation skills.
- Excellent written/verbal communication skills with attention to accuracy.
- Must be able to work independently, take initiative, assume responsibility.
- Ability to maintain strict confidentiality and discretion.
- Strong organizational and self-management skills.
- Ability to take direction and prioritize as needed.
- Must be able to lift and carry up to 40 pounds
- Must have a driver's license, to be able to perform routine vehicle maintenance and understand vehicle reporting requirements
- Acceptance of a need on occasion to work a six-day work week.