



POSITION: DISTRICT SALES MANAGER – CENTRAL

DEPARTMENT: SALES

LOCATION: KHAMMOUAN AND SAVANNAKHET

KEY RESPONSIBILITIES

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

- Overseeing sales operations in assigned districts and provinces to achieve sales volume and market share goals.
- Supervising Market Development Executives (MDEs) on daily basis and providing guidance needed.
- Coaching MDEs (On & Off Trade) on execution standards in different trade channels, negotiations, and sales strategies.
- Conducting MDEs' performance evaluation and providing feedback for improvements.
- Developing and implementing promotional programs to increase sales and revenue.
- Planning and coordinating sales activities for assigned projects.
- Providing reports on daily and monthly activities
- Ensuring and achieving monthly Sales Execution score targets for the team
- Providing quality services and ensuring customer satisfaction
- Building good relationship with customers for business growth
- Ensuring that MDE team adhere to all LBC policies and procedures, including but not limited to the Internal working rules and health and safety aspects.
- Evaluating activity of competitors and overall market conditions, report back information on a weekly basis to Field Sales Manager.
- Constantly evaluating the execution in market according to the standards, measures progress and takes actions for improvements with MDEs.
- Working closely with MDEs to identify growth opportunities in each area through client prospecting growing retailer base also maintaining close relationship with retailers.
- Managing all distributors in the designated areas of responsibility to improve and develop the route to market.

QUALIFICATION REQUIRED

- At least bachelor's degree in business administration, marketing, or related discipline
- Fluent in English is essential.
- Proven sales experience, customer services, channel marketing and merchandizing
- Previous work experience in FMCG/F&B industry, cross functional exposure will be essential.
- Good problem-solving, planning and organizing skills, and leadership skills.
- Good customer service skills and achievement and results oriented.
- Effective communication and reporting skills.
- Proficient in Microsoft Office / excel and PowerPoint.
- Driving license, A&B

HOW TO APPLY

Submit your updated CV and cover letter (PDF in English) to recruitment@beerlao.la before the application deadline on **31st October 2025**. 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.

