SASA B2E

Douala, Cameroun

CANDIDATURES OUVERTES

Sales Manager - Douala

Vente B2B · Business development

LIEU

Présentiel sur site · CDI

Douala, Cameroun

Salaire : 1 000 000 à 1 500 000 XAF par mois

CANDIDATURE

1 place(s) disponible(s)

10 an(s) d’expérience minimum

Publiée le 29/10/2026

DESCRIPTION DU POSTE

We are looking for a Sales Manager.

Main Objectives

The Sales Manager will be responsible for designing and executing the commercial strategy across the CEMAC zone. The role requires driving revenue growth, optimizing the regional distribution network, leading a team of Sales Supervisors, and ensuring the company's FMCG products achieve market leadership. The Manager will act as the key bridge between the local markets, regional distributors, and the international HQ team.

Key Responsibilities and Tasks

1. Strategic Planning & Commercial Execution

- Develop and implement the annual CEMAC go-to-market strategy, including volume, revenue, and profitability targets.
- Analyze regional market trends, consumer behavior, and competitor activities to identify growth opportunities and adjust commercial strategies accordingly.
- Collaborate closely with the international/HQ team to align on pricing strategies, product positioning, and new product launches.
- Ensure strict compliance with cross-border trade regulations and CEMAC customs procedures.

2. Distributor & Key Account Management

- Identify, recruit, and onboard high-performing regional distributors and key accounts.

- Negotiate complex commercial contracts, trade terms, and annual joint business plans (JBP) with regional partners.
- Conduct regular business reviews with distributors to monitor KPIs, resolve bottlenecks, and ensure targets are met.
- Monitor inventory levels, stock rotation, and sales-out data to prevent stockouts or overstocking across the region.

3. Team Leadership & Development

- Directly manage, coach, and evaluate a team of Sales Supervisors and Field Representatives across multiple territories.
- Set clear performance objectives, conduct regular field visits to assess team performance, and provide actionable feedback.
- Build a high-performance culture by identifying training needs and developing the commercial skills of the regional team.

4. Market Intelligence & Data Analysis

- Oversee quantitative and qualitative market research to track competitor pricing, promotional activities, and market share fluctuations.
- Utilize sales management software, ERP, and CRM data to produce accurate sales forecasts and strategic management reports.
- Provide data-driven recommendations to management regarding pricing adjustments, resource allocation, and budget optimization.

5. Financial & Operational Oversight

- Manage the regional sales budget, ensuring cost-effective execution of trade marketing activities and promotional campaigns.
- Coordinate with Finance and Logistics teams to ensure timely delivery, proper documentation for cross-border shipments, and efficient receivables collection.
- Ensure the implementation of the company's commercial management systems across all regional teams.

Profile & Requirements

Technical Skills & Qualifications:

- Education: Master's degree or Bachelor's degree (Bac+4/5) in Business Administration, International Trade, Marketing, or Commercial Negotiation.

- Experience: Minimum of 10 years of progressive sales experience in the FMCG industry, with at least 4 to 5 years in a regional/export management role covering the CEMAC zone.
- Market Knowledge: Deep understanding of the CEMAC markets, including the formal and informal (traditional trade) distribution circuits, cross-border logistics, and local regulations.
- Financial Acumen: Strong ability to manage regional budgets, forecast sales, and analyze P&L statements.
- Software Proficiency: Advanced proficiency in MS Office (Excel, PowerPoint) and experience with ERP/CRM systems (e.g., SAP, Salesforce, DMS).
- Language: Professional proficiency in French and English is mandatory (both are widely used in the CEMAC zone and for HQ communication).

Interpersonal & Managerial Skills:

- Strategic Vision: Ability to see the "big picture" while still being hands-on in the field.
- Leadership: Proven ability to lead, motivate, and manage multicultural field teams.
- Negotiation: High-level negotiation and persuasion skills to secure profitable partnerships with top-tier distributors.
- Cross-Cultural Communication: Ability to effectively collaborate with international stakeholders and adapt to different business cultures.
- Agility: Highly proactive, autonomous, and capable of solving complex problems in a dynamic, fast-paced environment.

Contrat : CDI. Niveau d'études : Bac+5 et plus. Langues exigées : anglais (courant), français (courant). Nombre de postes : 1. Management d'équipe : oui. Salaire proposé : 1 000 000 - 1 500 000 FCFA.

PRÉREQUIS

- Master's or Bac+4/5 in Business Administration, International Trade, Marketing or Commercial Negotiation
- Minimum 10 years of sales experience in FMCG, including 4 to 5 years in a regional/export management role covering CEMAC
- Deep understanding of CEMAC markets, distribution circuits and local regulations
- Advanced MS Office and ERP/CRM experience (SAP, Salesforce, DMS)
- Professional proficiency in French and English
- Leadership, negotiation and cross-cultural communication skills

CONTACT RECRUTEMENT

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