

NOTICE

Placement - Relaxo Footwears Limited

A Fortune 500 (India) company, synonymous with quality products & affordable prices, it manufactures slippers, sandals, and sports & casual shoes. Most popular brands – Relaxo, Sparx, Flite & Bahamas are a leader in their space. Having a pan India distribution footprint, Relaxo operates a 400+ strong network of retail outlets, with availability on all major e-commerce portals as well. Their Headquarters is in Delhi.

They have 8 State Art Manufacturing Plants with a capacity to produce ~7.5 Lac pair/day. The total workforce employed in our company is 18000+. With 50,000+ Retailers who are served through their 650 distributors. They are exporting to 30 Countries and our Overseas Office is in Dubai. The current Annual Turnover of the company is Rs. 2800 crores with 10 manufacturing plants in Haryana, Rajasthan and Uttrakhand.

Job Description

Position Title: Sales Officer Trainee (Field Sales)

Reporting to: ASM

Qualification: Graduate

Location: Bangalore, Hubli, Chennai, Madurai, Cuttack, Gaya, Bhagalpur, Rajkot, Jaipur, Nasik, Murshidabad, Hyderabad, Patiala, Trivandrum.

Experience: Fresher or 1 year of Sales experience in Footwear/FMCG/FMCD

Salary : Rs. 3.00 LPA + TA+ DA

Six ways of working:

R : Reach & Greet

- Build a positive friendly image of company.
- Make an impact on the store owner & the staff & draw their attention

E : Ensure Merchandising

- Check the visibility of products on Display shelf

L : Lead NPD Sampling

- Carry NPD & Front Runner samples as per the NPD calendar

A : Availability Check

- Help knowing how much physical stock is available
- Get an estimation of offtake since last visit
- Determine order

X : X factor

- Determine initial order
- Start with NPD & Front Runner
- Then any specific article as per the requirement of retailer

O : Objection Handling

- Listen to the objection / obstacles
- Explore the reasoning

Students interested may revert to Ms. Preeti Das, Placement Coordinator ,Rai School of Management Studies by August 22, 2023

**Rajesh Nair
Training & Placement
Corporate Resource Cell**