

**FIELD SALES SUPERVISOR JOB DESCRIPTION**

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| **Name** |  |
| **Job title** |  |
| **Department** |  |
| **Reports to** |  |

**Job Purpose**

The Field Supervisor will oversee and coordinate all field-related activities to ensure achievement of sales targets and smooth execution of marketing campaigns. This role involves supervising a team of field executives, driving sales of motorbikes, strengthening dealer/customer relations, and ensuring effective field operations management.

**Job Duties**

**Supervision & Team Leadership**

* Coordinate and supervise the field sales team in daily activities, ensuring adherence to plans and objectives.
* Guide, mentor, and motivate the team to achieve monthly, quarterly, and annual sales targets.
* Support team members in handling challenges and escalate unresolved issues to management.
* Monitor performance and provide feedback, coaching, and regular performance updates to management.

**Sales & Customer Engagement**

* Drive sales for both commercial and fleet motorbikes, ensuring achievement of unit targets.
* Actively identify, approach, and follow up with potential customers to promote the company’s range of products.
* Conduct demonstrations and test rides, showcasing product features, specifications, and benefits.
* Maintain and grow strong relationships with customers, dealers, and distributors.

**Field Operations & Reporting**

* Conduct regular field visits to existing and potential customers to strengthen engagement.
* Collect customer feedback and ensure excellent post-sales service to maximize satisfaction.
* Submit detailed reports, market intelligence, and performance analysis to management.
* Organize and participate in trade shows, promotional events, marketing campaigns, and exhibitions.

**Market Research & Brand Promotion**

* Carry out market research on competitor products, pricing, and sales strategies to refine field tactics.
* Actively promote the company brand at every customer touchpoint.
* Identify business growth opportunities and provide insights to management.

**Job Specification**

* Degree in Sales, Marketing, Business, or related field.
* 3–5 years of experience in sales and field supervision (automotive/motorbike industry preferred).
* Proven ability to achieve and exceed sales targets.
* Strong leadership, team management, and interpersonal skills.
* Excellent communication, negotiation, and customer relationship management skills.
* Good organizational and time management abilities.
* Ability to work independently with minimal supervision while supporting a team.