

INSPIRING WORK SERIOUS PLAY



POSITION: DISTRICT SALES MANAGER

DEPARTMENT: SALES

WORK LOCATION: VIENTIANE CAPITAL

ROLE OVERVIEW

This role reports directly to the Field Sales Manager in the Sales Department and is responsible for driving sales performance and market growth across assigned areas by managing daily sales operations and leading a team of Market Development Executives (MDEs). It focuses on coaching, performance management, and ensuring strong execution standards across trade channels to achieve sales targets and execution scores.

The role also involves developing promotional activities, managing distributor performance, building strong customer relationships, and identifying new growth opportunities. Additionally, it includes monitoring market trends and competitor activity, ensuring compliance with company policies, and providing consistent reporting and insights to support business decisions.

WHAT YOU'LL BE DOING

- 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 (Modern On 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 the market



WHAT WE'RE LOOKING FOR

- At least bachelor's degree in business administration, marketing, or related discipline
- Fluent in Chinese or English.
- 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

OUR GROWTH CULTURE

Semper Ardens

- Always burning, striving for more
- Sets clear and stretch objectives and rigorously tracks delivery
- Seizes opportunities, embraces and drives change

Positive energy and compassion

- Proactively aligns self and team towards agreed priorities
- Actively promotes 'one-team' spirit and collaboration across functions

Consumer Passion

- Anticipates and acts on the needs of consumer/customer/society
- Always have the consumers interest at the heart of all decisions.

Decide fast and deliver with excellence

- Takes and executes decisions with quality and speed
- Plans effectively, sets priorities and puts ideas into practice
- Takes into account details and big picture when solving problems

Empower, support and grow our people

- Involves and inspires others and gives people responsibility
- Listens actively and wins others over to win-win solutions
- Detects and encourages talent and coaches towards company targets

HOW TO APPLY

Submit your updated CV and cover letter (in English) to recruitment@beerlao.la before the application deadline on **20th Oct 2026** for more detail, please contact our Talent Acquisition team: 020 57895255.

BREWING FOR A BETTER TODAY AND TOMORROW

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.

