

## **Role: Fabric Wash Expert**

### **Job Purpose:**

The role is responsible for execution of day-to-day activities at Modern Trade in accordance with overall company policy. Major parts of the day-to-day activities include promoting food products of HUL, contacting customer, upsell, converting customers and replenishing stocks and maintain shelf health.

### **Summary:**

- Maintain Grooming Standards as per company policy - Possesses a high standard of personal image in compliance with corporate guidelines for grooming and dress code of Brand. Bring the brand personality to life in-store.
- Adherence to call cycle.
- Maintain Shelf Health & hygiene standards - Maintaining primary bay such as planogram implementation, adherence to POSM implementation guidelines and housekeeping standards according company guidelines.
- Handle product in an appropriate manner
- Replenish shelf, if empty - Processes stock efficiently, keeping the shop fully stocked and properly presented to visual standards.
- Aware of HUL Leap Categories, product knowledge, product identification and specification
- Coordinates with HFS team to ensure no out of stock in-store
- Knowledge of HUL latest offers and promotions and competition products - Understands the product and is able to communicate features, advantages and benefits of products
- Generates trial / Demonstration of product/s
- Achievement of total off-take target
- Achievement of Missed call target
- Contributes at all times to the achievement of all events and promotions
- Enter data in HHT
- Provide competition report in timely manner
- Engage with shopper by providing more information on our products, explain about offers / promotions to customer
- Ensures an excellent level of customer interaction is maintained.
- Maintain relationship with Store Personnel - Develop strong working relationship with store management and personnel.

### **Behaviour Skills:**

- Communicating
- Involving others
- Analysing
- Reporting
- Selling Skills
- Customer Service

**Reporting To: TEAM LEADERS**