

WE ARE HIRING!



Position: Direct Sales Activist (DSA)

Department: Trade Sales

Key Responsibilities:

- **Direct Sales Execution:** Actively reach out to customers on the field to promote and sell products, focusing on generating new leads and closing sales.
- **Customer Relationship Management:** Develop and nurture relationships with new and existing customers (**Painters, Householders, Dealers**) to foster loyalty and repeat business.
- **Market Insight Collection:** Provide feedback on customer preferences, competitor activities, and market trends to support sales strategy.
- **Sales Target Achievement:** Meet or exceed assigned monthly sales targets, secondary sales, utilizing strategic sales techniques.
- **Brand Representation:** Uphold the company's brand image in all customer interactions, ensuring professionalism and enthusiasm.
- **Reporting and Documentation:** Maintain accurate records of daily sales activities and customer interactions, reporting progress to the Trade Sales Manager.

- **Job Type:** Contractual (Outsourced)
- **Job Location:** **Comilla Sadar, Chadpur City, Tangail.**
- **Vacancy:** **03**
- **Compensation:** As per company policy.
- **Benefits:** Attractive Incentive Packages, Mobile allowance, casual and sick leave as per applicable labor laws, Career opportunity based on performance.

Job Summary:

The Direct Sales Activist in our Trade Sales department will play a critical role in expanding our market reach by directly engaging with customers in assigned area. This is a field-based role, ideal for individuals with a strong passion for sales, excellent interpersonal skills, and the determination to meet sales targets consistently.

Qualifications:

- Bachelor's degree in Business, Marketing, or a related field (preferred).
- Previous experience in direct or field sales preferred.
- Strong communication, negotiation, and interpersonal skills.
- Self-motivated with the ability to work independently and meet targets.
- Knowledge of the local market of assigned area

Application Process: Please send your CV, along with a recent photograph, to recruitment@nerolacbd.com with the **position name** and **Location** in the subject line.

Application Deadline: **February 20, 2026**