Banks Holdings Limited

NEWS RELEASE
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## Rosalind Robinson leading B&B sales team

**ROSALIND ROBINSON continues to ascend the corporate ladder at B&B with a recent promotion to the post of Sales Manager.**

Robinson, who holds a BSc in Management Studies, brings a wealth of experience to her new position. An employee within the BHL Group for over nine years, Rosalind credits the skills learnt during her previous posts as Banks Non-alcoholic Brand Manager and Assistant Marketing Manager as preparing her for her new duties.

As Sales Manager, Rosalind's duties include preparing effective annual sales plans and sales forecasting. Rosalind also supervises approximately 41 persons including Area Supervisor, Pre-sellers, Channel Representatives, Tele-sales personnel and Merchandisers.

The Sales Manager, who assumed her duties on April 1st said, "My first step is to acquire a thorough understanding of the pre-sell function and related departmental functions. This will allow me to identify any weaknesses in the department and take corrective action where necessary. I also wish to build a focused sales culture within B&B so that we can address the threats in our external environment especially in the market place/trade."

She added, "With these in place, the Sales Department will be able to meet its objectives. These are to ensure that the sales team optimizes the pre-sell function through market penetration and coverage for each product B&B sells. The department must also ensure that the sales team is equipped and trained to execute this function in an aggressive and focused manner."

Rosalind is currently enrolled in the Chartered Institute of Marketing, and will be attending a course in Advanced Sales Management in Washington later this month.

***PIX CAPTION:***
***B&B's new Sales Manager Rosalind Robinson.***