



# DIRECTORATE OF INDUSTRIAL LIAISON

NED University of Engineering & Technology

University Road, Karachi-75270 Pakistan

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**'SAY NO TO CORRUPTION'**

**28-04-2026**



## **Sales Representative- Lahore**

Lahore, Punjab, Pakistan (On-site)

### **To Apply follow the link below:**

[Sales Representative- Lahore - Avient Careers](#)

Or Email [daphney.colaco@avient.com](mailto:daphney.colaco@avient.com)

### **Job Description**

The Sales Representative is responsible for driving sales of Business Unit solutions within the designated market. Key duties include forecasting and achieving annual objectives for sales, margins and volume growth. Position is focused on securing business from perspective and current accounts in an effort to meet sales objectives. Minimal training and oversight are required; works autonomously on a day-to-day basis. Up to 75% travel is required.

### **Responsibilities**

#### **Essential Duties & Responsibilities**

The purpose of the Sales Function is to deliver:

- Profitable revenue growth, including robust new business development.
- Achieve stated gross margin targets as a percentage of sales.
- Approach the sales process with a high degree of professionalism and effectiveness by successful utilization of customer centric selling skills and tools, such as use of scorecards, business reviews, EVE tools, high/wide/deep, 5 warning signs, prospecting & new account calls, development of a robust sales funnel, collecting ARs, avoidance of bad debts, cross selling, and effective CRM system management.
- Establish, track and close new business targets consistent with long-term growth objectives.
- Implement marketing programs and provide feedback on resource needs and emerging opportunities.
- Establish account development plans and network resources up, down and across both the customer's organization and Avient.
- Develop, execute and manage sales plans, sales budgets, and expense budgets.
- As an individual and sales team member, contributes to the company's planning of both long- and short-term business objectives. This will include periodic and annual sales forecasts, as well as the setting of sales volume goals.
- Prospecting and cold calling.
- Deliver the planned results (AOP).
- Exercises discretion and judgment with respect to specific selling activities. These include, but are not limited to, solutions including appropriate product grades to be offered for specific applications and markets; appropriate use of standard product grades versus a custom compounded product and; competitive pricing of products.

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- Work both directly and cooperatively with channel partners to close business based on customer's purchasing requirements.
- Maintains current accounts as well as develops new accounts. This includes independent assessment of a customer's needs and the presence of competitive pressures.
- May be required to serve as a primary company representative at trade shows, conferences and in other promotional settings.
- Create and maintain CRM data and sales statistics as required.
- May work with Technical and Customer Service team to ensure customer requirements and satisfaction is met.

### Scope

Personnel: Individual contributor.

### Qualifications

**Education:** Bachelor's degree in Chemistry/Polymer/Engineering, complemented by an MBA in Marketing.

**Industry Background:** Demonstrated experience in Plastic Manufacturing, Polymer Production, or Masterbatch Sales.

**Exposure:** Practical knowledge of plastic manufacturing processes and materials, with emphasis on key resins and masterbatches.

### Skills:

Strong sales acumen with proven expertise in new masterbatch development and complaint resolution

Proficiency in IT tools including MS Office, SAP, and CRM systems

Analytical mindset with excellent English communication skills (verbal and written)

**Experience:** Minimum of 5 years in the plastic industry, with solid familiarity with target markets and processes.

**Mobility:** Willingness to travel extensively, with capacity for 35+ customer visits per month across the North Region (Lahore, Islamabad, KPK, South Punjab). Must be comfortable with long-distance driving.

**Location Preference:** Candidates based in Lahore are preferred for optimal alignment with North Region operations.

### Job Info

- Job Identification 40000833
- Job Category Sales
- Posting Date 04/14/2026, 11:07 AM
- Apply Before 04/30/2026, 05:00 AM
- Job Schedule Full time
- Locations Katar Bund Road, Off Multan Road, Punjab, 54500, PK(On-site)

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