

Role Identifier			
<b>Job Title</b>	Officer– Sales	<b>Department</b>	Retail Sales
<b>Reporting to</b>	Area Manager / Area Sales Executive	<b>Grade</b>	Sales Officer/Level I/II
<b>Jobs Reporting Into</b>	None	<b>Location / Unit</b>	PAN India

Role Description
<b>Job Purpose</b>
The position is that of frontline sales personnel who would primarily be responsible for growth of retail business in the defined territory through creation, nurturing and management of dealer network and stakeholders comprising of contractors and thereby achieving overall business value and volume targets.

Primary Responsibilities	
Business Responsibility Areas (Please detail out at least 8-10 responsibility areas)	Key Performance Indicators
<p><b>Business objectives</b></p> <ul style="list-style-type: none"> <li>Prepare plan to achieve the assigned business objectives for the territory on a monthly level and work towards achievement of targets.</li> <li>Assist dealers in achieving their overall sales target through regular visits, scheme communication and timely material service.</li> <li>Monitor and ensure the growth of core products along with new and focused products</li> </ul> <p><b>Market Development and Intelligence</b></p> <ul style="list-style-type: none"> <li>Explore and open new dealer counters to expand the overall sustainable sale potential in the territorial market.</li> <li>Analyze territory level data to identify gaps and drive necessary Initiatives</li> <li>Accomplish growth and value upgradation of existing dealer network</li> <li>Organize promotional activations and product awareness meets for dealers and contractors</li> <li>Provide timely feedback on market practices and offerings as an input for scheme design</li> </ul> <p><b>Dealer Management</b></p> <ul style="list-style-type: none"> <li>Track and solve dealer queries timely to maintain productive relationship</li> </ul>	<ul style="list-style-type: none"> <li>Territory Value and Volume Achievement</li> <li>Dealer network expansion</li> <li>Product level budget achievement</li> <li>New products value targets</li> <li>Collections</li> <li>Timely Resolution of Customer Complaints</li> <li>Contractor Activation and Addition Percentage</li> <li>Payment collection efficiency</li> </ul>

<ul style="list-style-type: none"> <li>• Assist dealers in providing solution to his contractors as well as end consumers for any complaints or queries</li> <li>• Ensure availability of material, services and promotional tools to the dealer through co-ordination with other stakeholders</li> </ul> <p><b>Collections</b></p> <ul style="list-style-type: none"> <li>• Ensure payment collections from dealers as per the set benchmarks</li> <li>• Monitor the outstanding payments on regular basis and take measure to minimize the over dues</li> </ul> <p><b>Contractor Management</b></p> <ul style="list-style-type: none"> <li>• Ensure enrollment, update points and extend benefits to contractors through dealers as per the defined loyalty program structure</li> <li>• Plan and organize product awareness meets for Contractors during new product launches</li> </ul> <p><b>Customer complain resolution</b></p> <ul style="list-style-type: none"> <li>• Investigate and resolve dealer level and customer level complaints within the defined timelines</li> </ul> <p><b>Reporting and Integration</b></p> <ul style="list-style-type: none"> <li>• Co-ordinate with other verticals like project sales and services for lead sharing or any other issue as and when required.</li> <li>• Prepare and share reports such as Daily visits report and territory monthly report</li> </ul>	
---	--

Scope of Work	
<b>a) Financial Scope</b> (Range of financial spend):	As per budget
<b>b) People Management Scope</b> (Range of no. of Direct/ Indirect Reports):	None
<b>c) Geography Coverage</b> (Country-wide/ State-wide / Area-wide)	Area-wide Coverage - One Sales Territory
<b>d) Corporate Coverage</b> (Company-wide / Business Unit or Function-wide / Sub-function-wide / Other):	Retail Sales

Key Interactions	
Internal	Retail - Focus Products, Projects Sales, Services (APEHS), Admin and Commercial and Retailing
External	Dealers, Contractors and Consumer

Role Requirements / Specifications	
Qualifications	<u>Essential</u> <ul style="list-style-type: none"> <li>Graduate Degree in any stream (BA/B.Sc./B.Com/BBA/BBM/BMS)</li> <li>Minimum of 50% marks throughout education without any backlogs</li> <li>Graduation must be through a full time course</li> <li>Applicants with an Engineering background (B.Tech/B.E./Diploma/B.Pharma) will not be considered</li> </ul> <u>Desired</u> <ul style="list-style-type: none"> <li>Candidates with MBA/PGDM in Sales and Marketing</li> </ul>
Previous Experience	<u>Essential</u> <ul style="list-style-type: none"> <li>Fresher</li> </ul> <u>Desired</u> <ul style="list-style-type: none"> <li>1 – 2 years of experience in Sales function in any organization</li> </ul>
Functional Competencies	<ul style="list-style-type: none"> <li>Product knowledge</li> <li>Analytical skills</li> </ul>
Behavioral Competencies	<ul style="list-style-type: none"> <li>Planning and result orientation</li> <li>Communication skills- verbal and written</li> </ul>
Additional Requirements	<ul style="list-style-type: none"> <li>Role involves visiting dealer counters which requires extensive travelling</li> <li>Role requires pan India mobility as it is transferrable in nature</li> <li>Proficiency with MS – Office, MS – Excel is mandatory</li> <li>Age to be less than 26 years</li> </ul>

Requirements	
Qualification	MBA Sales and Marketing – Full time only
Note	Male candidates only
Remarks	Should be flexible for Mumbai, Goa, Maharashtra
Age	26 years (Not a day beyond this)
CTC	5 lpa
Contact	Interested applicants may send their updated resume to Mr. Rahul Singh @ <a href="mailto:rahulsingh.flexability@asianpaints.com">rahulsingh.flexability@asianpaints.com</a>