

## Role Description: Deputy Manager / Area Sales Manager

<b>Job Title : Deputy Manager / Area Sales Manager (4 nos)</b>
<b>Function: Branded Sales and Marketing</b>
<b>Role Purpose:</b> To achieve sales targets in the assigned territory selling existing and new products & developing the sales territory
<b>Reporting To:</b> State Manager-Branded sales and Marketing
<b>Location:</b> Maharashtra & Gujarat
<b>Education:</b> B.Sc Agriculture
<b>Experience (in years):</b> 4-6 years of Experience in Sales with exposure to Retail Sales and Dealer management in Agro-chem. or chemical industry

<b>Role Description</b>
<b>Perform Sales</b>
<ul style="list-style-type: none"><li>• Confers with State Manager in defining annual business plan for the sales function based on the defined corporate strategies.</li></ul>
<ul style="list-style-type: none"><li>• Translates the annual sales plan into quarterly and monthly, weekly operational plans and develop, on a regional scale, sales targets and volume goals for each product/brand, in conference with the Regional Manager</li></ul>
<ul style="list-style-type: none"><li>• Receives finalized Sales Plan, compiles and communicates to Field executive</li></ul>
<ul style="list-style-type: none"><li>• Plans, organizes, implements sales programs for the area handled and is responsible for achieving overall sales objectives.</li></ul>
<ul style="list-style-type: none"><li>• Regularly monitors the orders taken by the sales executives. In case of non-achievement of sales target, takes appropriate measures.</li></ul>
<ul style="list-style-type: none"><li>• Positions new product line/brand/SKU in the assigned sales zone/markets by direct interaction with key retailers and through sales executive channel and keeping track of the process</li></ul>
<ul style="list-style-type: none"><li>• Actively tracks sales movement of competitors products and marketing activities through sales executive channel and marketing intelligence and communicate exception scenarios to regional manager</li></ul>
<b>Arrive at Pricing &amp; Costing</b>
<ul style="list-style-type: none"><li>• Determines Net Realizable Value (NRV) &amp; runs cost/benefit analysis on proposed price schedule. Forwards to superiors for review and approval</li></ul>
<ul style="list-style-type: none"><li>• Communicates pricing internally and to customers in the area handled</li></ul>

<ul style="list-style-type: none"> <li>• Monitors and evaluates pricing with customer and competitors in the region handled</li> </ul>
<ul style="list-style-type: none"> <li>• Maintains pricing , discount and rebate details</li> </ul>
<b>Appointment of Dealer</b>
<ul style="list-style-type: none"> <li>• Identifies and provide information of the Dealers in the territory handled and forward details to State &amp; Regional Manager</li> </ul>
<ul style="list-style-type: none"> <li>• Collects documents and forwards to Sales commercial for verification and creation of Dealer account in SAP</li> </ul>
<b>Develop and Implement Field Promotion Plan</b>
<ul style="list-style-type: none"> <li>• Identifies promotion activities for month/year, allocates budgets for promotion activities, and prepares promotion and activities calendar</li> </ul>
<ul style="list-style-type: none"> <li>• Identifies vendors, prepares and approves promotion material, in conference with the state manager</li> </ul>
<ul style="list-style-type: none"> <li>• Conducts Farmer meetings and Demonstrations and provides information to farmers on products and distributor</li> </ul>
<ul style="list-style-type: none"> <li>• Conducts promotion activity in region/district</li> </ul>
<ul style="list-style-type: none"> <li>• Provides expense statements to superiors for approval</li> </ul>
<b>Manage Distributor ,Orders &amp; Schemes</b>
<ul style="list-style-type: none"> <li>• Conducts promotion activities and distributor welfare activities, with inputs from superiors</li> </ul>
<ul style="list-style-type: none"> <li>• Communicates information about Schemes, Rebates and Prices to the distributor</li> </ul>
<ul style="list-style-type: none"> <li>• Receives Distributor/Dealer orders and checks credit limit, forwards to superior for approval</li> </ul>
<ul style="list-style-type: none"> <li>• Analyzes, documents and receives Purchase Orders</li> </ul>
<ul style="list-style-type: none"> <li>• Ensures C&amp;F sends the order to the dealer</li> </ul>
<ul style="list-style-type: none"> <li>• Monitors movement of product at Distributor</li> </ul>
<b>Manage Collection</b>
<ul style="list-style-type: none"> <li>• Takes aging report from System for ensuring timely collections</li> </ul>
<ul style="list-style-type: none"> <li>• Follows up with the Distributor/ Dealer for Payment, collect payment and send the cheques to C&amp;F</li> </ul>
<ul style="list-style-type: none"> <li>• Ensure collection within credit period as per company policy</li> </ul>
<ul style="list-style-type: none"> <li>• Escalate to State Manager in case of any collections issues, and follow up for bounced cheques if any</li> </ul>
<b>Manages Customer complaints and sales returns</b>
<ul style="list-style-type: none"> <li>• Manages customer complaints and ensures issue resolution</li> </ul>

<ul style="list-style-type: none"> <li>• In case of sales return, analyses reasons for return, informs C&amp;F agent to make a sales return order, receives goods back at C&amp;F, inspects goods and documents reason for return</li> </ul>
<b>MIS/Demand Planning</b>
<ul style="list-style-type: none"> <li>• Discusses &amp; provided sales forecast to the State Manager</li> </ul>
<ul style="list-style-type: none"> <li>• Prepare MIS for actual results to forecast monthly/quarterly</li> </ul>
<ul style="list-style-type: none"> <li>• Analyzes sales and competitor reports sent by field executive</li> </ul>
<ul style="list-style-type: none"> <li>• Provides information on competitor activities to State Manager</li> </ul>
<b>Manage People</b>
<ul style="list-style-type: none"> <li>• Prepares regularly daily / weekly and monthly activity reports and suggests appropriate improvements to field executives</li> </ul>
<ul style="list-style-type: none"> <li>• Provides leadership, motivation and control so that the Field executives work as result-oriented and well-motivated team</li> </ul>
<ul style="list-style-type: none"> <li>• Conducts random retail visit to get feedback of the product movement, sales force and marketing and positioning activities effectiveness</li> </ul>

### **Competencies**

<b>Functional Competencies</b>
<ul style="list-style-type: none"> <li>• Customer Focus</li> </ul>
<ul style="list-style-type: none"> <li>• Sales Performance Management</li> </ul>
<ul style="list-style-type: none"> <li>• Service Orientation</li> </ul>

<b>Behavioral Competencies</b>
<ul style="list-style-type: none"> <li>• Communication</li> </ul>
<ul style="list-style-type: none"> <li>• Conflict Management</li> </ul>
<ul style="list-style-type: none"> <li>• Continuous Learning</li> </ul>
<ul style="list-style-type: none"> <li>• Teamwork</li> </ul>
<ul style="list-style-type: none"> <li>• Patience and Persistence</li> </ul>