

JOB DESCRIPTION

Position/Job Title	EET/Territory Technical Executive
Reporting To (position)	Branch Technical Manager

1) Role description

An Executive Engineer Trainee also known as Territory Technical Executive (TTE) will be responsible for all pre-sale and post-sale technical activities in his/her designated territory. Pre-sales activities will include creating brand awareness and enhancing demand among its network, influencers and Consumers. Post-sales activities will include providing technical guidance on construction practices and building materials being used at IHB sites, as well as handling complaints of technical nature. The TTE will also conduct promotional activities for demand generation and for achieving targeted sales along with brand recognition by conducting techno-marketing activities, regularly meeting customers and influencers, generating valuable leads, and collectively converting them to physical dispatches thru network. Other responsibilities include network and relationship building, engaging in new market development, maintaining MIS for all technical activities, identifying best practices in the industry and implementing them to improve and set best standards of technical services.

2) Job Specification:

Knowledge:

1. Product Knowledge
2. Territory Knowledge
3. Channel Management
4. Price Management
5. Reporting Mechanism
6. Role of Cross functional Department(Logistics/BI/Services/)
7. HR policy
8. Company Policy and Procedure
9. Competitor Knowledge
10. Awareness and Knowledge of IS 456, 1489, 10262 and SP23

Skills:

1. Microsoft Office(Word, Excel, Ppt)
2. Software- ESS(Employee Self Service), ASMS(Admin Support Management System)
3. Communication Skills

Required Competency:

- 1) Business/ management skills:
Planning and Organizing
Guiding sales opportunities
- 2) Interpersonal effectiveness:
Building customer relationships
High impact communication
- 3) Personal attribute:
Authenticity
Passion for result

Ownership
Adapdability

2) Principal Accountabilities

<u>Accountability</u>	<u>Supporting Actions</u>
<u>Business performance delivery</u>	<ul style="list-style-type: none"> ❖ Conduct technical meets as per the approved budget ❖ Plan and take initiatives for target market growth
<u>Increase in premium products sales</u>	<ul style="list-style-type: none"> ❖ Promote products through structured market communication strategy on product features, quality attributes, differentiating parameters, economic savings by using these products, and providing technical guidance and support to masons, contractors, IHBs
<u>Demand Generation</u>	<ul style="list-style-type: none"> ❖ Strengthen demand generation and increase brand awareness through targeted technical activities as per the budget ❖ Conduct technical meets at dealers as well as retailer counters ❖ Promote loyalty programs and interactive meets with architects/engineers/contractors/masons to create brand awareness ❖ Understand product attributes thoroughly and communicate the value proposition clearly to customers and influencers ❖ Set clear objectives, evaluate progress and achieve results
<u>Maintain Quality</u>	<ul style="list-style-type: none"> ❖ Conduct test on concrete at site with mobile testing van to assure the customers on product quality. ❖ Adhere to ISO norms and facilitate audit at required intervals
<u>MIS</u>	<ul style="list-style-type: none"> ❖ Maintain MIS for the number of complaints resolved or unresolved as well as the time taken for resolution ❖ Keep track of the number of sites visited and converted ❖ Keep track of target—sale volume achieved (quantity in MT) ❖ Ensure MIS is uploaded ❖ Daily updation of Site Master
<u>People Development</u>	<ul style="list-style-type: none"> ❖ Promote customer-centric culture (both internally and externally) among team members. ❖ Attend periodic review meetings and technical trainings for upgrading knowledge and improving hard and soft skills ❖ Instil a high performance culture, focusing on teamwork ❖ Liaison with the internal service lines including sales and network operations

3) Direct Reports

1) N/A