

JOB DESCRIPTION

Position/Job title	Executive Management Trainee - Sales
Reporting to (position)	Branch manager

1) Role description

Executive Management Trainee also known as Territory sales executives will have ownership of a territory with defined sales volume. Extremely critical role for strengthening and improving channel quality of dealers and retailers through regular counter visits, relationship building and timely collections. Other responsibilities include margin optimization, new market development, logistics cost reduction and efficient lead management in collaboration with the territorial Technical, Logistics, Branding teams.

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

Skills:

1. Microsoft Office(Word, Excel, Ppt)

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

3) Principal accountabilities

<u>Accountability</u>	<u>Supporting actions</u>
<u>Business performance delivery</u>	<ul style="list-style-type: none"> ❖ Responsible for achieving sales targets of the territory ❖ Ensure timely payment by dealers ❖ Monitor outstandings of the dealers ❖ Review bad debt and take action against defaulting dealers ❖ Ensure dealer payments through RTGS
<u>Channel excellence</u>	<ul style="list-style-type: none"> ❖ Ensure market visits: <ul style="list-style-type: none"> ➢ A Class Dealer – visit weekly ➢ B Class Dealer – once a fortnight ➢ C Class Dealer/Authorized Retailer – once a month ❖ Maintain continuous focus on improving overall dealer productivity ❖ Improve channel management for better discipline in the market ❖ Provide accurate representation of competitive scenario ❖ Ensure timely resolution of dealer complaints ❖ Keep track of dealer counters lost ❖ Ensure volume growth in districts
<u>Increase in premium products</u>	<ul style="list-style-type: none"> ❖ Ensure sale of premium product
<u>Pricing premium</u>	<ul style="list-style-type: none"> ❖ Ensure price premium ❖ Provide required market intelligence (WSP/RSP) to the Territory Sales Manager/Branch Managers ❖ Implement the set price in the market and prevent price discounting by large dealers
<u>Demand generation</u>	<ul style="list-style-type: none"> ❖ Manage leads obtained from the technical team effectively ❖ Maintain track of leads collected and converted ❖ Maintain track of Mason, Dealer, Retailer meetings organized ❖ Maintain track of number of calls by Architects and Engineers
<u>Secondary logistics management</u>	<ul style="list-style-type: none"> ❖ Ensure cost-effective logistics operations and seamless materials movement to maintain sufficient inventory levels at each service depot/distribution channel. ❖ Manage Firing Ratio and damaged stock
<u>People development</u>	<ul style="list-style-type: none"> ❖ Promote customer-centric culture (both internal-with employees and external- with Channel partners)
<u>Compliance</u>	<ul style="list-style-type: none"> ❖ Ensure compliance with statutory requirements such as sales tax, commercial tax, entry tax, VAT, shop and establishment acts, etc., consistent with group values

4) Direct reports

1) N/A