

CLASSIC STRIPES PRIVATE LIMITED

JOB DESCRIPTION SUMMARY

Position Title : Area Sales Manager – Retail Graphics Grade : M5 Location : Pune
Reports to (Position) : Sales Manager / RSM
I. PRINCIPAL ACCOUNTABILITIES
<ul style="list-style-type: none">➤ Achieving business development targets through Retail, distributor & dealer network.➤ Developing Retail Channel & Dealers and Distributors Network.➤ Guiding & motivating the sales & distribution team to attain revenue targets.➤ Introducing & promoting new products in the market through product launch events.➤ Organizing & coordinating dealers meet & business promotion events/activities at customer locations.➤ Evaluates sales personnel performance to achieve projected sales quotas and profit margins.➤ Forecasts and develops annual sales quotas and goals for regional or field sales personnel.➤ Prepares budget and monitors expenditures of budgeted funds.➤ Coordinates sales distribution by establishing sales territories for sales personnel.➤ Reviews market analyses to determine customer needs, volume potential, and price schedules, and develops sales action plans to accommodate goals of company.➤ Monitors costs, competition, and supply and demand to eliminate unprofitable items.
II. KNOWLEDGE & SKILLS REQUIRED FOR THE POSITION
<ul style="list-style-type: none">➤ Functional expert in 3 areas of Sales Management, Customer Service & Business Development.➤ Communication skills - verbal & written.➤ Ability to set up ambitious deliverables, implementation and ensure compliance across team.➤ Effectiveness in a cross cultural environment.➤ Excellent communication and negotiation skills.➤ Technical selling capabilities.➤ Cost Management.
III. QUALIFICATIONS AND EXPERIENCE REQUIRED FOR THE POSITION
<ul style="list-style-type: none">➤ A post graduate in Sales & Marketing with Minimum 5-7 years experience in the area of Sales and Marketing from Manufacturing Industry preferably from an Automotive spares/ accessories or value added products required by the Automobile Industry.

(Supervisor's Signature)

(Head of the Department)

(Human Resources)