

JD/RM/RX/106/141221

Job Description – Regional Sales Manager

Designation – Regional Sales Manager **Location** – North / South / East /West India **Experience** – 12-20 years

Industry preferred – Chemical, Paint, Packaging , Anti Corrosion , VCI

Qualifications – Graduate / MBA preferred Engineering or Science or Polymers

Reporting to – National Sales Manager **Qualifications** – Graduate / MBA

We are looking for professionals to grow Revenue generation through small and big accounts in the region, to drive large and diverse teams of energetic sales professional in various states in the region. Create lasting relationships with existing and new customers to ensure their loyalty to our products.

This position is revenue generation position. S/he has self and team targets on sales

Core Role and Responsibilities experience & Skills Required

1) Strategy –

- a) S/he would be create the regional sales strategy, sales plans to expand our presence and sales in the region. S/he will highlight the plans for Town A, Town B and Town C categories in the region, based upon the customer behaviour.
- b) Budgets & Forecast- S/he will be provide inputs for effective and impactful sales strategy. S/he will forecast Sales, Strategise, Create Sales plan and implement them
- c) S/he will ensure that his region is highest in revenue contribution amongst the other regions.

2) Decision Making – S/he will be sole decision maker for revenue increase in the organization.

3) Opportunity – S/he will be responsible to identify sales opportunities with small and big corporate, in both Town A and Town B , solve the changing needs of our clients; capitalize on the need to convert it into sale by pitching the organization's services to them. S/he will also train the team on the same

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4) Business Growth –

1. a) Would be responsible for developing and growing the business in existing and new markets, in the Towns and cities in the region, himself and through teams
2. b) S/he would responsible for product positioning, informing and meeting the prospects, such as to capture the markets amongst the competitors. S/he will apply competitive intelligence in the Indian market, to expand market share

5) Talent Management –

3. a) S/he has will build, train, inspire and lead the team of sales employees, pan India
4. b) S/he will drive and measure performance both at the macro and micro level
5. c) S/he will suggest employee productivity improvement plans and initiatives to the

National Sales manager

6. d) S/he will have monthly review meetings of the Areas Sales managers
7. e) Train the team on pitches to be created for the product.
8. f) S/he would provide solutions of issues faced by the team, impacting their productivity

6) Customer Relationship & Retention

- a) S/he will be building client relationship and increase the customer base, in the region
- b) S/he will be giving inputs to the national sales manager on creating customer loyalty programs

7) Sales – Process –

9. a) S/he will develop the sales team in cross selling from the basket of services provided by the organization.
10. b) S/he will also up-selling from the existing customers

8) This is a target driven position. S/he will have targets on revenue earned through the client for self sales and also on team sales.

9) Organizational level processes/ polices –

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11. a) S/he will be responsible for ensuring smooth and impactful implementation of organization's policies, process and initiatives within his region. S/he will be responsible for communications in the regions
12. b) S/he will also report to the Head office of all the events, sales plans and implementation updates to the National Sales Manager

Competencies for a Regional Sales Manager

- Decision Making
- Analytical Skills & Planning
- Team Leading – Inspiring, Fair, transparent and motivating. ➤ Process Driven
- Positive & Growth Mindset
- Competitive
- Agility & Awareness
- Negotiation Skills
- Resilience
- Passionate
- Self Driven
- Listener with a good emotional Quotient
- Delegation
- Customer Centricity

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