



**THE LEADER IN INNOVATIVE
SURFACE FINISHING SOLUTIONS**

Subject: Job Description
Segment: Industrial

Position: Area Sales Manager

Reports To: RSM / NSM

Experience Requirement:

- a) Experience of at least 8+ years or more
- b) In the field of **Industrial Sales** such as Auto, Wood, Windmill, Welding, Stainless Steel Fabrication etc.
- c) Experience of 4W & 2W AOEM manufacturers, e.g. Honda, Maruti, TATA, Hyundai, VW, Bajaj, TVS, Toyota etc.
- d) Must have experience of appointing dealers in his current portfolio.

Specific Expertise: Candidate must have Abrasives selling background

- Additional experience of painting or selling pneumatic tools in the paint shops will be preferred.

Important Position Responsibilities: Please note

- a) **Sales Targets:** Achieve the monthly sales targets and onwards annual sales goals.
- b) **Receivables:** Must be prudent on the payments and receivables.
- c) **Forecasting:** Responsibly planned sales forecast according to the pipeline for company planning the stocks.
- d) **MBR:** Monthly Billing Records, collect from distributors for sales mapping & business/marketing strategies.
- e) **Reporting:** Timely submission of all the required weekly, monthly & quarterly reports.
- f) **New Dealer Appointment:** Search suitable profiles to appoint new distributors as per business needs.
- g) **Product Demo:** Conduct regular product demo & customer training in accordance with technical department.
- h) **Customer Relationship:** Maintain healthy relationships with customers, dealers and AOEM aftermarket field team.
- i) **Work with Decision Makers:** Must have a knack of having a good relationship with the decision makers.
- j) **Regular Visits:** Planned visits to the customers/dealers to be updated on customer intelligence.
- k) **Competitor's mapping:** keep a vigilant eye on competitors & market activities to alert the company.

Language:

- a) Candidate should have fair hand in spoken and written English.
- b) Along with excellent knowledge of the local language.

Computer Literacy: Candidate must be computer savvy with an excellent hand on MS Word, Excel, & PowerPoint

Education: Graduate/Diploma (Technical Stream)

Age: 35 years or less

V. Imp. Requirement: A) 4-Wheeler Driving Knowledge & Valid license B) Valid Adhaar card C) Valid Indian passport.

WE LISTEN. WE OBSERVE. WE INNOVATE.



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