



**THE LEADER IN INNOVATIVE  
SURFACE FINISHING SOLUTIONS**

**Subject:** Job Description  
**Segment:** Refinish

**Position:** Area Sales Manager

**Reports To:** RSM / NSM

**Experience Requirement:**

- a) At least 8 years or more experience in the field of **Car Auto-Refinish**.
- b) Handling A-class workshop of brands e.g. TATA, Mahindra, Toyota, Maruti, Hyundai, Renault, Kia, Merc, BMW etc.
- c) Exposure of automotive retail sales channel experience is preferable.
- d) Experience of appointing dealers in his current portfolio.
- e) **Specific Expertise:** Candidate must be handling Body & Paint (BP) section of Bodyshop either in the...
  - 1. Painting materials
  - 2. Abrasives & Polishes

**Important Position Responsibilities:**

- 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 & a license **B)** Valid Adhaar card **C)** Valid Indian passport.

**WE LISTEN. WE OBSERVE. WE INNOVATE.**



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