

Job Profile

Designation:	Regional Manager	Department:	Sales & Marketing
Level:	4A	Sub-Function	Sales

Job Role: Achieve Business Goal for the region through Market development and team building	
<p>Job Responsibility:</p> <p>Will be responsible for Sales and Marketing operations in the appointed region:</p> <ul style="list-style-type: none"> ▪ Develop efficient team to achieve targets and face the challenge paradigms ▪ Develop market strategy, Submit monthly Rolling Sales Plan, collection plan and periodical business review ▪ Allocate the annual budget within the team based on market potential and monitor efficient utilization ▪ Guide and ensure achievement of annual objectives of Sales team with the effective utilization of sales promo's and budget ▪ Control the debtor / outstanding sales days ▪ Market sensing, Identify market gaps / distribution / channel gaps and provide necessary solutions ▪ Demand generation through effective promotional activities and customer service ▪ Liaison with Department of Agriculture, other departments and close the state level deals ▪ Sales budget forecasting for concern departments ▪ Administrative functions like (weekly & monthly sales reports and sales plans, collection reports, POG, MD reports, expenses reports and etc., ▪ Prevention and management of customer concerns ▪ Effectively manage pricing strategy within the discounts permitted, quarterly based customer accounts closing ▪ Frequent travel at defined area of operations, participate and evaluate campaigns and Field Staff review meets. ▪ Retention of key talents and team development 	
Relevant Experience:	8 to 12 Years
Relevant Qualification:	B Sc/M Sc in Agriculture