

Job Profile

Designation:	Area Manager	Department:	Sales & Marketing
Level:	3B	Sub-Function	Sales

Job Role: Achieving Sales Target for the Area assigned through Market Development and Team Building

Job Responsibility:

Will be responsible for Sales and Marketing operations in the assigned areas:

- Submit monthly Rolling Sales Plan and collection plan
- Allocate the annual budget within the team based on market potential and monitor efficient utilization
- Guide and ensure achievement of annual objectives of Sales officers with the effective utilization of sales promo's and budget
- Control the debtor / outstanding sales days
- Identify market gaps / distribution / channel gaps and provide necessary solutions
- Demand generation through effective promotional activities and customer service
- Liaison with Department of Agriculture and other departments
- Frequent travel at defined area of operations
- 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
- Participate and evaluate campaigns and Field Staff review meets.

Relevant Experience: 5 to 7 Years

Relevant Qualification: B Sc/M Sc in Agriculture