

Job Profile Template

Designation:	RM / Sr.RM	Department:	Sales & Marketing
Reporting to	Zonal In-charge / Business Head	Sub-Function	Sales
Job Role:			
<p>Sales Management</p> <ul style="list-style-type: none"> ● Support in Sales Strategies develop and execution ● Ensure accurate budgeting and adherence to the same from the teams ● Responsible for providing all inputs on for creating Business policies and its execution ● Execution of demand generation plans and promotion activities in coordination with Marketing In-charges ● Give Market intelligence and consumers feedback ● Accountable for agreed NRV realization / revenue management ● Accountable for Returns management and minimizing loss of revenues ● Accountable for timely indents and ensure timely supply, in coordination with SCM team ● Conduct monthly meetings, identifying gaps and controlling through plan of action to resolve <p>Schemes designing and implementation</p> <ul style="list-style-type: none"> ● Support Business Head with suitable Surveys, forecasting and planning methods ● Support in Schemes formulation (pricing strategy & discounts) ● Responsible for Timely settlement of issues / resolutions wrt scheme implementation <p>Collections management</p> <ul style="list-style-type: none"> ● ABS implementation and collections as per agreed targets and within timelines ● Accountable to achieve total collections targets as per policy <p>Channel Management</p> <ul style="list-style-type: none"> ● Responsible for New channel partners identification & development, as per business plans ● Hold high value for Channel relationship management (existing / new) ● Will act as Overall brand custodian ● Channel partners assessments ● Complete control on Stock transfers (supply planning & monitoring) without deviating policies <p>Product management and Marketing</p> <ul style="list-style-type: none"> ● Maintain excellent coordination with Breeding, Product Development and Marketing teams ● Implementation of FLDs allocated to teams ● Monitoring and review of all FLDs conducted by S&M staff ● Bringing clarity on product attributes to the sales staffs ● Support on Product launch / designing product promotion plans / schedules ● Periodical reviews of company products / campaigns -vs- competitors ● Evaluate Field level campaigns ● Development of Comparative advantage/Rol analysis for products. <p>People management</p> <ul style="list-style-type: none"> ● Maintain Quality of staffs recruitment, ● Responsible for Staff assessments / counselling / motivation ● Responsible for Staff training / identification of skills for development ● Compliances , Licensing & Govt. affairs, Coordination for product Registrations ● Market complaints coordination with Quality dept. <p>Others</p> <ul style="list-style-type: none"> ● Liaisoning with Government officials, Statute and Legal compliances ● Govt. channel sales agreements and implementation ● Govt. sales issue resolution, Contract monitoring in consultation with HO ● Compliance to audit norms and addressing timely resolution of queries ● MIS ● Regular risk assessment, mitigation and management ● Monitoring use of all NSL Saathi, Retailer Apps and other IT apps by S&M staff and ensuring compliance to all actions delivered through the app. 			