

Job Profile

Designation:	Area Manager	Department:	Sales & Marketing
Reporting to	Regional Manager	Sub-Function	Sales
Roles and Responsibilities:			
<p>Sales management</p> <ul style="list-style-type: none"> ● Execute all promotion activities as per plan ● Collect information related to Market intelligence and consumers feedback ● Understand and follow business processes on Returns management to minimizing loss of revenues ● Ensuring timely indents and coordinate for timely supply, with SCM team ● Participate in monthly meetings ● Provide regular MIS ● Effective training and utilization of Seasonal and Temp. staffs deployed for the business purpose <p>Schemes designing and implementation</p> <ul style="list-style-type: none"> ● Support in the process of market / customer Surveys ● Follow and strictly implement all SOPs <p>Collections management</p> <ul style="list-style-type: none"> ● ABS implementation and collections ● Follow-up and ensure collections as per credit policy <p>Channel Management</p> <ul style="list-style-type: none"> ● Recommend proposals for new channel partners identification ● Ensure smooth transactions / operations with existing channel partners ● Ensure stock transfers on regular basis (supply planning & monitoring) ● Ensure for timely settlement of issues / resolutions wrt dealer / retailers transactions ● Obtain NODUEs from the channel, as per norms <p>Product management and Marketing</p> <ul style="list-style-type: none"> ● Ensure FLDs are completed as per plan, with coordination of Product Development teams ● Actively promote and monitor Product launch processes ● Conduct Field level campaigns ● Support for identifying new potential areas for improving market share <p>Compliances, Licensing & Govt. affairs</p> <ul style="list-style-type: none"> ● Coordination for product Registrations ● Market complaints coordination with Quality dept. ● Liaisoning with Government officials, as per advise ● Statute and Legal compliances ● Compliance to audit norms and addressing timely resolution of queries ● Follow all business policies and execute without gaps ● Follow NSL Saathi, Retailer Apps and other IT apps and ensuring compliance to all actions delivered through the app. ● Follow all Safety norms <p>People management</p> <ul style="list-style-type: none"> ● Maintain Quality of staff's 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 seniors ● Compliance to audit norms and addressing timely resolution of queries 			