

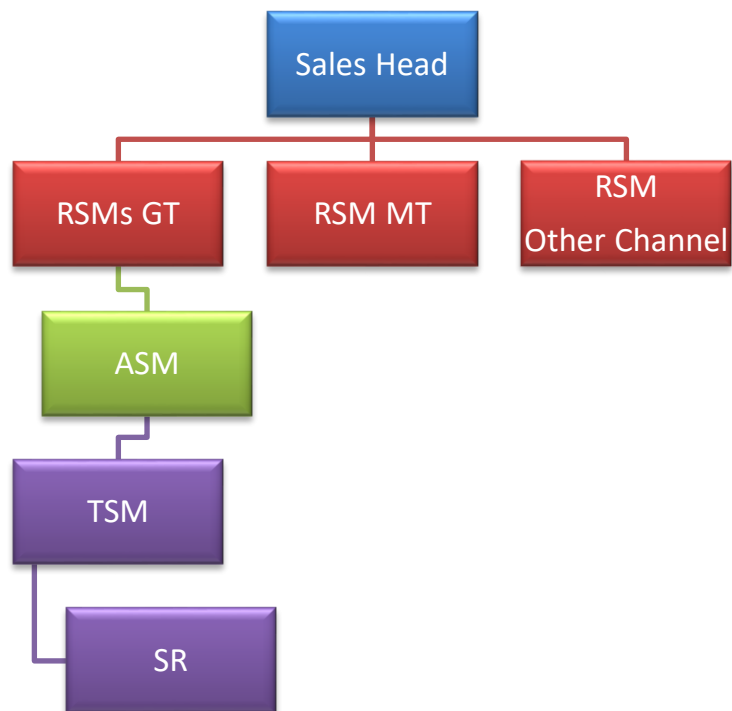
JOB DESCRIPTION

Role Title	Territory Sales Manager – GT/CSD/Institution		
Department	Sales	Business Unit	JKHC

Role Summary

The Territory Sales Manager manages all aspects of sales activities for a sales force covering his assigned territory or market.

Organization Structure



No of Direct Reportees: 8-10
No of Indirect Reportees:

Essence of Role – Key Accountabilities

Developing and Implementing	<ul style="list-style-type: none"> • Defining the beat plan for every sales representative • Primary and secondary sales as per the budget • Being abreast of competition and actively reporting the same • Plan the new product launch and ensure qualitative distribution • Market analysis • Effective utilization of secondary budgets and timely submission of claims • Effective reporting as required • Effective implementation of sales promotion activities
Identifying and Monitoring Distributors	<ul style="list-style-type: none"> • Managing the distributor. Evaluation of distributors • Stock management at distributor level • Own the loyalty programs • Relationship building in key outlets •
Monitoring	<ul style="list-style-type: none"> • Coaching, guiding and motivating the sales representative & ownership of team performance • Managing consumer complaint
People Management	<ul style="list-style-type: none"> • Review for self and team • Hire, train and appraise sales staff in line with company policy • Recruiting and replacement of Sales Representatives, managing attrition

Role Dimensions

Non-Financial Dimensions	<ul style="list-style-type: none"> • Assisting the ASM in Strategizing, planning and execution of all sales related activities
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Role Complexity [Eg. Location, Industry dynamics etc]

Based at headquarter location but expected to travel all over his assigned Territory.

Qualifications

Educational Qualifications	Should be a Graduate with an MBA/PG Diploma in Sales & Marketing/Business Management
Experience Required	<ul style="list-style-type: none">• 5-8 years prior experience in a reputed FMCG company, preferably in the Home and Personal Care segment• Preferably should have handled this level of responsibility in previous assignments• Should have handled both retail and wholesale in the previous assignment• Should have experience in similar channel of business in the previous assignment i.e GT/CSD/Institution
Functional Skills Required	<ul style="list-style-type: none">• Understanding of FMCG categories (Personal Care) Sound knowledge of Sales processes <ul style="list-style-type: none">• Sales Management, Planning and Operational Skills• Merchandising Skills – both paid and unpaid visibility• Excellent Communication Skills. Fluency in the local language would be preferred. Ability to communicate fluently in English is essential.• Good Computer knowledge. Knowledge of MS Office applications such as Word, Excel, Powerpoint, Email writing.• Qualitative and Quantitative Problem Solving Skills Presentation Skills
Desired Competencies / Behaviours	<ul style="list-style-type: none">• Self-Motivation• Strategic Thinking• High Initiative• Result Orientation• Ability to lead teams

Impact of Influence

External Interactions / Influence	Distributors, C & F Agents, Retailers, Customers
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