

## **Job Description**

*Designation: Sales Executive*

*Operational Area: Metro/ Class I-II Towns*

*Reporting to: SSE/SM/ SSM/ ABM/ BM/ SBM*

### **Sales Executive (Dealer)**

1. To strictly follow the PJP for secondary sales calls and not to deviate until there is an emergency and the respective supervising officer approves of the same.
2. To inform POP requirements to the supervising officer for implementation.
3. Provide Market Feedback to the Company regularly.
4. Assist in implementing local promotion activity.
5. To ensure service and supplies to dealers & sub-dealers.
6. To handle complaints if any.

### **Key Performance Indicators:**

1. Achievement of individual secondary sales targets.
2. Quantity and Quality of Lead generation.
3. Conversion ratio of leads identified (both quality and quantity)
4. Identification and addition of Influencers to the Company Business rolls.
5. Regular and diligent observance of the CRM reporting system.