

## Job Description

*Designation: Sales Manager*

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

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

### Scope of Work:

- Meeting planned sales goals.
- Setting individual sales targets with the sales team.
- Tracking sales goals and reporting results as necessary.
- Overseeing the activities and performance of the sales team.
- Coordinating with team over lead generation.
- The ongoing training of your salespeople.
- Developing sales team through motivation, counseling and product knowledge education.
- Promoting the organization and products.
- Understand our ideal customers and how they relate to our products.
- Determine annual unit/ gross-profit plans by implementing marketing strategies; analyzing trends & results.
- Establish sales objectives by forecasting and developing annual sales quotas for regions and territories; projecting expected sales volume and profit for existing and new products.
- Implement national sales programs by developing field sales action plans.
- Maintain sales volume, product mix and selling price by keeping current with supply and demand, changing trends, economic indicators and competitors.
- Maintain professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.
- Contribute to team effort by accomplishing related results as needed.
- Plan to ensure achievement of divisional and personal target, aligning with company sales policies and strategies.
- Manage, develop, coach, control and motivate the sales force to develop their skill to ensure that a high professional standard is achieved and monthly sales target is met.
- Ensure targets are delivered through people management, performance review, reward and individual recognition.
- Assess the strengths and weaknesses of the sales team and manage the sales program accordingly.
- Provide on-the-ground support for sales associates as they generate leads and close new deals.
- Meet with customers to discuss their evolving needs and to assess the quality of our company's relationship with them.
- Develop and implement new sales initiatives, strategies and programs to capture key demographics.
- Provide daily report of field sales activities of self and team to superiors via CRM software
- Sell to existing and potential direct accounts as well as provide sales support to distribution partners to participate in closing and order or to facilitate and add value to the selling process.
- Continually develop knowledge of the business climate, applications and competition for his defined geography and accounts.
- Develop, maintain and execute a territory plan.
- Continually assess current business distribution channels, develop and evaluate their performance and manage conflict ensuring alignment with territory plans.
- Maintain data relative to partners, accounts and activities and will document customer interactions.
- Prepare reporting as needed.