

Team	Sales & Marketing
Role	Manager
Work Location	All 4 zones of India - North, East, South & West
Reports To	Director
Business Unit	DI
Job Code	SM-DI
Responsibilities	Develops and implements strategic sales & marketing plans to accomplish set targets
	Ensure good reputation of products & services in the marketplace
	Directs sales & marketing forecasting activities and sets performance goals accordingly
	Reviews market analysis to determine customer needs, price schedules, and discount rates
	Recommends changes in facilities & equipment to improve production
	Informs Clients of new procedures and techniques, government regulations and company and association production standards to enable them to upgrade their facilities and meet requirements
	Assigns sales territory to sales representatives - Compiles lists of prospective clients for use as sales leads, based on information from newspapers, business directories, industry ads, trade shows, Internet Web sites, individuals and any other sources
	Represents the organization / Conduct events / Participate at any meetings, trade shows, events to promote products & services
	Delivers sales & marketing presentations to key clients
	Meets with key clients assisting sales representative with maintaining relationships, negotiating and closing deals
	Coordinates liaison between sales & marketing and other related departments for allied tasks to get it accomplished
	Analyzes and controls expenditures of BU to conform to budgetary requirements
	Monitors and evaluates the activities and products of the competition
	Develops and maintains relationships with clients
	Keep update on competitive products in terms of reliability and FAB in the poultry industry
	Undertake all / any process improvement projects
	Continuously mentoring / coaching / training the team for better performance
Prepares periodic sales & marketing report showing volume, potential and areas of proposed client base expansion - generate & submit MIS to management	
Important Note	The responsibilities as indicated herein are not restricted to the above only. It gets enlarged along with upgrading on skills, need of the hour & business requirement
Experience Level	10 - 15 years
Preferred Age Group	35 - 45 years
Gender Preference	No
Academics	Minimum Graduate
Salary Range	Open to negotiate
Incentive	Yes
Travel requirement	High