**Job Description**

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| **Designation:** | SME – Sales Strategy | **Job Location:** | | Mumbai |
| **Department:** | PRD | **Grade/ Level:** | |  |
| **Direct Reporting To:** | Head PRD | **Direct Reportees:** | | None |
| **New Position/ Back Fill:** | New position | **No. of openings:** | | 1 |
| **Introduction:**  **A&A Business Consulting** (AABC) is India’s leading management consulting firm and the only one to focus exclusively on Small & Medium Businesses. We have consulted more than 8500 Small and Medium Enterprises (SMEs) so far and have helped them take their businesses to the next level.  We are a team of 200+ consultants specializing across 6 different consulting practices: Finance, Sales, Human Resources, Information Technology, Marketing and Legal.  AABC focuses on delivering results through assembling a team of consultants who have the right expertise and experience relevant to that industry or the client they serve. The firm’s expertise can efficiently address contextual problems from diverse industries. The consultants are conversant with changing market dynamics and can identify and apply long-term improvements to a business. We continually seek better ways to address important business problems. We can decide for you, the best resources: People, Idea, Strategy, Technology and Finance.  As a management consultant, the firm handholds senior managements to improve operational efficiency, formulate strategy and become more productive, and hence more profitable  **Job Purpose**: Defining , developing & driving portfolio management and strategic marketing efforts and executing new business development activities for AABC clients | | | | |
| **Responsibilities:** | * Work on strategic plans and prepare long-range planning & annual budgeting; work on expansion through new markets, new segment; and business operations strategies * Lead all strategic marketing activities including pricing, decision on channel, promotional strategies. * Develop and implement a robust business plan for the channels identified * Develop a strong network within the industry to analyze market & competition information to proactively develop strategies & tactics to manage the changes required as per market conditions * Responsible for developing business forecasting models to analyse the potential impact of productivity on the proposed business plan for clients. * Responsible for creating client business strategy and assist AABC consultant across India * Responsible for handling AABC client queries through the Consulting team within defined TAT. * Responsible for ideating and designing Incentive Programs/ Contests/ Product Pricing Policies * Responsible for development of training content, formats, reports and required compliance documents as and when required by AABC Consulting team * Responsible for training AABC Consulting team on execution of sales strategy for AABC clients * Prepare and present monthly, quarterly and annual reports for AABC clients. * Ensure adherence to all company policies and processes | | | |
| **Requisite Skills:** | * Experience in sales strategy, product management, product pricing * Business acumen on various industry domains | | | |
| **Desired Skills:** |  | | | |
| **Education:** | Full time MBA in Sales and Marketing | | | |
| **Relevant Experience:** | 5-6 years of relevant experience in Sales and Strategy planning | | | |
| **Will travel?** | Yes | **Monthly Net Salary:** | |  |
| **Work time** |  | **PF – Yes / No** | |  |
| **Preferred Domain:** | Sales, Sales Strategy, | | | |
| **Reference Industry:** | FMCG, BFSI, Telecom, Electronics, Manufacturing, Textile, Automobile | | | |
| **Gender:** | Male (Preffered) | | **Marital Status:** | Married |