



BRAND ACTIVATIONS (I) PVT. LTD.

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PROMOTIONS EVENTS TRADE FAIRS CRM RETAIL RURAL AUDIT

Name : Snehaa Padmanabhan

Role: - Manager CS & BD

Regular office hours: - 10.00 AM – 6.30 PM

Date: 1<sup>st</sup> April 2020 – 31<sup>st</sup> March 2021

#### Job Role Summary:

The Manager CS & NBD is responsible for servicing existing clientele and generating revenue as per the KRA given below through effective sales presentations and utilisation of support functions. This role reports into the National Head (Mr. Sarabjit Singh).

#### Key Results Area #1 – Profit Generator

- Generate a profit of 55,00,000/- for the financial year
- Improve TOH – profit at 35%

#### Key Results Area #2 – Drive Sales

- Ensure all clients are met or kept in touch with every month
- Ensure 4 new clients are met every month
- Breaking through 8 new clients with business for the year. A minimum of 2 new clients per quarter

#### Key Results Area #3 – Stay updated with industry related news

- Remain up to date with industry related news, opposition activity and continuously strive to develop own skills to perform optimally.
- Monitor competition activity and report significant developments

#### Key Results Area #4 – Retention of Employees

- Ensure retention of team. Ensure team members are treated equally and fairly to ensure everyone contributes to their optimum

#### Key Results Area #5 – Reports

- To ensure weekly/monthly/quarterly reports are sent on time
- To ensure team sends reports on time capturing all relevant information about clients
- To ensure MOM's are sent after every meeting

#### Key Results Area #6 – Wings Culture code

- Reporting time to office is 10.00 AM
- Follow dress code
- Notify reporting manager for leaves in advance. Comp off's need to be approved in advance

#### Key Results Area #7 – Collection of payments

- Keeping track of all payments to be collected and working with accounts payable team to ensure payments come in on time.