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| **JOB ANALYSIS** | | | | |
| |  |  | | --- | --- | | **Company Name** | **Eastern Group** | | | | | |
| **Grade** | **Undefined** | **Job Title** | **Local Sales Manager** | **Job Objective** |
| **Job Reports to** | **NSM** | **Cadre** |  | Responsible for leading and managing the sales activities within a specific geographic area or market segment. This role involves developing and implementing sales strategies, managing a team of sales representatives, and driving revenue growth while ensuring customer satisfaction. The Local Sales Manager is tasked with achieving sales targets, expanding market share, and building strong relationships with local clients and partners. |
| **Div/Dept/Section** | **Sales** | | |
| **Main Responsibilities** | | | | **Key performance Indicators/KPIs** |
| * Develop and execute sales strategies and plans tailored to the local market to achieve revenue targets. * Analyze market trends and customer needs to identify new sales opportunities and refine strategies. * Lead, mentor, and manage a team of sales representatives, providing guidance, training, and support to maximize their performance. * Set clear performance goals and monitor progress, conducting regular performance reviews. * Build and maintain strong relationships with key local clients and partners, addressing their needs and concerns. * Conduct regular client meetings and presentations to promote products or services and secure new business. * Oversee the sales process, from lead generation to closing deals, ensuring effective and timely execution. * Monitor and report on sales performance, including revenue, market share, and client feedback. * Conduct market research to understand local market dynamics, competitive landscape, and customer preferences. * Ensure optimal use of resources, including sales tools, marketing materials, and support services. | | | | * Revenue Achievement * Sales Growth Rate * Client Acquisition Rate * Client Retention Rate * Lead Conversion Rate * Deal Closure Rate * Market Share Growth * New Market Penetration |
| **Education Required** |
| * A bachelor's degree in Business Administration, Marketing, Sales, or a related field. |
| **Experience Required** |
| * 5 or more years of extensive experience in sales management |
| **Competitors:** |
| * PAKFIL- TECH * CONTINENTAL WORLDWIDE TRADING (CWT) * MUSA G ADAM * HA SHAH & SONS * Veterinary Background preferable |
| **Knowledge and Skill Requirements:** | | | |
| * Understanding of advanced sales techniques, strategies, and best practices. * Knowledge of local market trends, customer behaviors, and competitive landscape. * Experience with budgeting, financial analysis, and sales forecasting. * Strong leadership skills to manage and motivate a sales team effectively. * Ability to analyze sales data, market trends, and performance metrics to make informed decisions. | | | |
| **Salary Bracket** | | | | **Rs. 90K-150K** |

**Approved By:\_\_\_\_\_\_\_\_\_\_\_ Signature:\_\_\_\_\_\_\_\_\_\_\_\_\_**