

## **JOB DESCRIPTION**

### **Position: Sales Manager /Sales Executive, Famer Producer Enterprise**

#### **Brief About the Position**

Foundation for Development of Rural Value Chains (FDRVC.org) is a Joint Initiative of Ministry of Rural development and Tata Trusts set up as a not-for-profit company to support promotion of professionally managed and producer owned collective enterprises in select rural value chains in farm and non-farm sectors which are sustainable and profitable.

Presently FDRVC has initiated the process of setting up of large sized Producer Enterprises (PEs) in farm produce in various districts of Rajasthan. The PEs will be dealing in Millet, Maize, wheat, Soybean, Spices, pulses and oilseeds etc. involving procurement, processing and marketing of the commodity and the value-added products to be manufactured by the Producer Enterprise. The PE will be procuring agriculture commodities directly from the farmer shareholders from the villages by setting up digital commodity collection centers operated through *Sanchalika*.

FDRVC has been retained for recruiting Sales Manager/Sales Executive for Producer Enterprise being set up in Kota-Baran district.

#### **Responsibilities:**

As the Sales Manager/Sales Executive, the person will be responsible for the following activities:

- To boost the profitability and sales figures for the company in the B2B and B2C sector
- Strategy preparation related to achievement of planned sales target
- Trade fulfillment and new order generation
- Sourcing new clients via various trading channels, physically meetings
- Visiting Mandis/ Wholesalers/ Distributors to generate sales leads. Travel will not be limited to the district of operation.
- Create and deploy client retention strategies and maintain a strong professional relationship with the clients
- Trade settlement/ dispute resolution.
- Design and implement all sales activities related to the new product and maximize the sales performance for the company
- Manage the daily, weekly, and monthly reporting of performance via Key Performance Indicators
- Communicate effectively with the manufacturing and operations team to render the highest growth achievable
- Exposure in managing team of sales professionals
- Establishes sales objectives by forecasting and developing annual sales projections for regions and territories; and projecting expected sales volume and profit for existing and new products.
- Maintains sales volume, product mix, and selling price by keeping current with supply and demand, changing trends, and competitors.
- Establishes and adjusts selling prices by monitoring costs, competition, and supply and demand.
- Maintains professional and technical knowledge by attending educational workshops, establishing personal networks, and participating in professional networking.

#### **Skills/Knowledge:**

- Strong communication skills

- Creating and implementing a sales plan
- Meeting sales goals by monitoring progress
- Analyzing sales data
- Presentation skills
- Management and leadership skills
- Developing budgets
- Mentoring and coaching sales representatives professional and technical knowledge by attending educational workshops, establishing

**Qualifications Required:**

- Graduate in any discipline
- Post-Graduate or equivalent diploma in Sales & Marketing, Agri-business would be preferred

**Experience:**

- Minimum experience of 2 years in a similar role or sales experience in sales and marketing; preferably in the commodity trading, e-trading platforms, agri-product companies etc.
- Candidates from agri-input industry, rural FMCG industry or any business facing industry in the rural setup would be preferred

***The position will be based out of Producer Enterprise HQ in Kota-Baran district of Rajasthan. The salary is commensurate with current salary, experience and industry standards.***

**How to apply:** [Click here](#) to apply