

Job Description

Role / Position Title	Lead – Lifestyle
Reporting Manager	Vertical Head – OEM & Tie Ups

Job Summary –

Handling consumer durable products and excel in defined objectives as a Lead – Lifestyle by conceptualizing, incubating and executing the vision for the consumer loans business.

Objective and Scope of the Position –

To manage OEM relationships and tie ups for consumer durable business and be responsible for achieving business targets. The scope of job would involve leading OEM relationships for Lifestyle.

Detailed Role & Responsibility of the Position –

OEM & Tie-ups:

- Coordinate with internal stakeholders to drive growth and achieve all targets and for Operator, ODM and OEM channels.
- Analyze and identify opportunities to secure new businesses from OEM customer base and optimize profit and increase revenues.
- Design and implement new strategies to drive business growth in assigned sales market.
- Administer entire sales process identify target customers, push sales and complete sale process to manage OEM Sales.
- Manage pricing, deal pricing and other sales proposal activities and provide support to support the marketing department.
- Manage OEM engagements to design strategies to acquire more business deals.
- Provide an interface with senior management and junior staff regarding value-based product proposal and marketing to ensure optimized OEM Sales.
- Supervise and provide training to all sales personnel to achieve company profit generation targets.
- Participate in innovative projects to enhance sales proposal process.
- Identify new markets to widen the market base for enhanced revenue and profit generation.
- Analyze markets to obtain latest trends, customer needs, competitors' position and depth of customer base to re-design marketing strategy.

- Collaborate with engineering team to identify customer requirements for translating them into product specifications.
- Collaborate with marketing department to design new services and products for enhancing business growth.
- Ensure completion of all commercial contracts with external agencies adhering to commercial terms and market conditions.

Requirements –

A.) Professional Experience:

10-15 years of Product / Sales experience in Consumer Durable or other Asset products

B.) Education Background:

Post Graduate Degree in MBA or Equivalent

C.) Key Competencies:

- Relationship building skills
- Selling Skills & Target Achieving
- Analytical Skill and negotiation skills – the ability to understand customer needs, and analyze competition -For strategy, application identification and product positioning
- Organization Development – the ability to organize work with clear accountabilities and operational efficiency.
- Planning and forecasting- be organized and be methodical in handling responsibilities and to ensure that accurate and immediate follow-up is done, to respond quickly to needs of the market, and be alert to situations that may be problem-causing
- Should have desire to develop constructive ideas, out of box thinking and ensure its implementation

D.) Key Relationships

- This position will heavily interact with core functions like Selling & Marketing
- Different functions include technical support, quality, supply chain and logistics, finance
- Direct interaction with finance department is also essential
- Externally, it caters to the prime needs of OEM customers