

Job Description

Role / Position Title	Zonal Sales Manager
Reporting Manager	Vertical Head – Retail Sales

Job Summary –

Handling consumer durable products and excel in defined objectives as a Zonal Sales Manager by conceptualizing, incubating and executing the vision for the consumer loans business.

Objective and Scope of the Position –

To drive retail sales team for consumer durable business and be responsible for achieving business targets and manage P&L. The scope of job would involve leading Product launch, product development, process design, implementation and maintaining healthy portfolio quality.

Detailed Role & Responsibility of the Position –

- Develop and implement effective sales strategies
- Lead nationwide sales team members to achieve sales targets
- Establish productive and professional relationships with key personnel in assigned customer accounts
- Negotiate and close agreements with large customers
- Monitor and analyze performance metrics and suggest improvements
- Prepare monthly, quarterly and annual sales forecasts
- Perform research and identify new potential customers and new market opportunities
- Provide timely and effective solutions aligned with clients' needs
- Liaise with Marketing and Product Development departments to ensure brand consistency
- Stay up-to-date with new product launches and ensure sales team members are on board.

Portfolio Quality:

- Track collection efficiency and bounce trend across channels and driving resolution for maintaining healthy portfolio quality.

Competition/Industry Benchmarking:

- Analyze the market and competition portfolio to identify potential opportunities.
- Track competitions, industry metrics, forecasts and qualitative market data for different segments.
- Develop product positioning which differentiates consumer durable products proposition of the company in the market.

Cross Functional Teams:

- Work with key stakeholders including marketing, IT, CC, Risk, Collection, Legal Compliance and Analytics to drive business objectives.

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