

Job Description

POSITION DETAILS			
Functional Designation	Zonal Sales Manager	Department	Sales
Sub Department	MEML	HR Grade	VP/AVP
Location	Corporate office	Reporting Manager	NSM
Job Purpose			
<p>As an Associate Vice President/ Vice President - Zonal Sales Manager in an NBFC, you will be responsible for leading and driving sales growth, building strong relationships, and ensuring effective team management within the designated zone, contributing significantly to the overall success and profitability of the organization.</p>			
Principal Accountabilities			
<p>1. Sales Strategy Development: Develop and implement comprehensive sales strategies for the designated zone, aligned with the overall business objectives and growth plans of the NBFC, while ensuring that the strategies meet the specific requirements of the region.</p> <p>2. Team Management: Recruit, train, and manage a team of sales managers and executives, providing leadership, guidance, and support to ensure the achievement of sales targets and the effective implementation of sales strategies within the zone.</p> <p>3. Market Analysis and Research: Conduct thorough market research and analysis to identify market trends, customer preferences, and competitor activities within the zone, providing insights that inform sales strategies and help in the development of competitive pricing and promotion strategies.</p> <p>4. Relationship Management: Foster and maintain strong relationships with key clients, partners, and stakeholders within the designated zone, ensuring effective communication and collaboration to drive business growth and expansion within the region.</p> <p>5. Performance Monitoring and Reporting: Monitor and analyze sales performance metrics within the zone, including sales volume, revenue targets, market share, and customer acquisition costs, providing regular reports and insights to senior management for informed decision-making and strategic planning.</p> <p>6. Sales Process Optimization: Streamline the sales process within the zone, from lead generation to closure, by implementing efficient sales techniques, tools, and technologies to enhance the overall customer experience and increase the conversion rate of leads into sales.</p> <p>7. Compliance and Documentation: Ensure compliance with all regulatory requirements and internal policies within the designated zone, particularly those related to sales and financial transactions, while maintaining accurate documentation and records in accordance with company guidelines.</p>			

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8. Training and Development: Identify training needs within the sales team and develop training programs to enhance their skills, product knowledge, and sales techniques, ensuring that the team remains updated on industry trends and best practices.

9. Strategic Partnerships: Identify and develop strategic partnerships and alliances within the zone, exploring opportunities for collaboration and joint ventures that can drive business growth and expand the NBFC's market presence in the region.

10. Revenue Generation and Profitability: Focus on revenue generation and profitability within the zone by implementing effective pricing strategies, managing costs, and exploring cross-selling opportunities, while ensuring that the sales operations within the zone contribute positively to the overall financial performance of the NBFC.

Desired Profile

- A bachelor's degree in business administration, finance, marketing, or a related field is typically the minimum educational requirement. Many employers prefer candidates with a master's degree (MBA or equivalent) for senior management roles.
- Extensive experience in sales and sales management, typically ranging from 10 to 15 years or more.
- A proven track record of successfully leading and managing large sales teams in the financial sector or related industries.
- Experience in strategic planning, market expansion, and multi-region sales operations.
- Sales Leadership: Strong leadership and management skills to effectively lead and inspire a zonal sales team, set and achieve sales targets, and drive performance across multiple regions.