

Job Description

POSITION DETAILS			
Functional Designation	National Sales Manager	Department	Sales
Sub Department		HR Grade	VP
Location	Corporate office	Reporting Manager	
Job Purpose			
As a Vice President - National Sales Manager in an NBFC, you will play a critical role in leading and driving national sales growth, building strong relationships, and ensuring effective team management at the national level, contributing significantly to the overall success and profitability of the organization.			
Principal Accountabilities			
<p>1. Sales Strategy Development: Develop and implement comprehensive sales strategies at a national level, aligning them with the overall business objectives and growth plans of the NBFC, while ensuring consistent execution across all regions.</p> <p>2. National Sales Team Leadership: Recruit, train, and manage a team of regional and zonal sales managers, providing strong leadership, guidance, and support to ensure the achievement of national sales targets and the effective implementation of sales strategies.</p> <p>3. Market Analysis and Research: Conduct in-depth market research and analysis to identify national market trends, customer preferences, and competitor activities, 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 national clients, partners, and stakeholders, ensuring effective communication and collaboration to drive national business growth and expansion.</p> <p>5. Performance Monitoring and Reporting: Monitor and analyze national sales performance metrics, 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 national sales process, 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 at the national level, particularly those related to sales and financial transactions, while maintaining accurate documentation and records in accordance with company guidelines.</p> <p>8. Training and Development: Identify training needs within the national sales team and develop training</p>			

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programs to enhance their skills, product knowledge, and sales techniques, ensuring that the team remains updated on industry trends and best practices.

9. National Business Expansion: Identify and develop national business expansion opportunities, exploring new markets and customer segments to expand the NBFC's national market presence and increase its customer base.

10. Revenue Generation and Profitability: Focus on revenue generation and profitability at the national level by implementing effective pricing strategies, managing costs, and exploring cross-selling opportunities, while ensuring that the national sales operations 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, often ranging from 15 to 20 years or more.

- Proven track record of successfully leading and managing a sales team in the financial sector, with a strong preference for experience within an NBFC or related industry.

- Experience in strategic planning, market expansion, and national-level sales operations.

Sales Leadership: Strong leadership and management skills to effectively lead and inspire a large sales team, set and achieve sales targets, and drive performance.