

## Job Description

POSITION DETAILS			
Functional Designation	Area Sales Manager	Department	Sales
Sub Department	Pre-Owned Car	HR Grade	AM/DM/Manager
Location	Pan India	Reporting Manager	Regional Sales Manager
Job Purpose			
<p>As an Area Sales Manager in an NBFC, you will play a critical role in leading and driving sales growth, building strong relationships, and ensuring effective team management within the designated region, contributing significantly to the overall success and profitability of the organization.</p>			
Principal Accountabilities			
<p>1. Sales Strategy Development: Develop and execute a comprehensive sales strategy for the designated Branch, aligning it with the overall business objectives and growth plans of the NBFC, while ensuring that the strategies meet the specific requirements of the Branch.</p> <p>2. Team Leadership and Management: Recruit, train, and manage a team of sales officer and executives allocated to him, providing strong leadership, guidance, and support to ensure the achievement of sales targets and the effective implementation of sales strategies, to ensure best TAT &amp; FTR log in as per policy.</p> <p>3. Relationship Management: Foster and maintain strong relationships with key clients, partners, and stakeholders within the region, ensuring effective communication and collaboration to drive business growth and expansion within the territory.</p> <p>4. Performance Monitoring and Reporting: To ensure every sales officer/RM has sufficient sources to leads &amp; achieve target.</p> <p>5. Sales Process Optimization: Streamline the sales process within the Branch, 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>6. Compliance and Documentation: Ensure compliance with all regulatory requirements and internal policies within the region, particularly those related to sales and financial transactions, while maintaining accurate documentation and records in accordance with company guidelines.</p> <p>7. Channel management &amp; Activation: Identify and develop strategic partnerships and alliances within the location, exploring opportunities for collaboration and joint ventures that can drive business growth and expand the market presence in the Branch.</p> <p>8. Revenue Generation and Profitability: Focus on revenue generation and profitability within the Branch by</p>			

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implementing effective pricing strategies, managing costs, and exploring cross-selling opportunities, while ensuring that the sales operations within the region 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. Some employers may prefer candidates with a master's degree (MBA or equivalent) for senior roles.
- Several years of experience in sales, preferably in the financial sector or a related industry, with a focus on consumer finance or related products.
- Proven track record in sales and sales management, including experience leading and managing sales teams.
- Sales Leadership: Strong leadership skills to effectively lead and manage a regional sales team, set and achieve sales targets, and motivate and coach team members.

**Edited Sep'24**