

PRYM Solutions Private Limited

About Us

Salam Kisan is a tech-enabled end-to-end agriculture platform that provides data-driven insights to increase productivity and profitability for farmers.

Vision: Driving rural communities towards resilience and sustainability.

Mission: Transcending agriculture by bridging the fragmented agriculture value chain with data-driven insights, artificial intelligence, and end-to-end products and services.

Location

Maharashtra

Job Title

Manager – Agri Dealer Relationships

Job Description

The primary responsibility of the Manager – Agri Dealer Relationships is to develop and maintain strong relationships with agricultural dealers, distributors, and retailers. Here is a detailed job description for a Manager – Agri Dealer Relationships:

Responsibilities

- **Relationship Management:** Build and nurture strong relationships with agricultural dealers, distributors, and retailers by understanding their needs, providing exceptional customer service, and fostering a collaborative partnership.
- **Sales and Business Development:** Collaborate with agricultural dealers to develop and execute sales strategies, marketing campaigns, and promotional activities to drive the sales of agricultural equipment, machinery, inputs, and related products. Identify opportunities for business growth and expansion within the agricultural market.
- **Account Management:** Manage and oversee the accounts of agricultural dealers, ensuring effective order processing, inventory management, and delivery coordination. Work closely with internal teams, such as sales, logistics, and customer service, to address any issues or challenges faced by agricultural dealers.
- **Product Knowledge and Training:** Maintain a deep understanding of agricultural equipment, machinery, and inputs, including their features, specifications, and applications. Provide training and support to agricultural dealers on product offerings, pricing, sales techniques, and after-sales service to enhance their product knowledge and selling capabilities.
- **Market Analysis:** Conduct market analysis within the agricultural industry, monitoring market trends, competitor activities, and customer preferences. Gather feedback and insights from agricultural dealers regarding market demands, product performance, and customer needs. Provide feedback to internal teams for product development and improvements.

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- **Negotiation and Contracts:** Negotiate terms, pricing, and contractual agreements with agricultural dealerships. Ensure compliance with legal and company guidelines while drafting and reviewing contracts, pricing agreements, and other business-related documentation.
- **Customer Service and Issue Resolution:** Act as a point of contact for agricultural dealerships, addressing any concerns or issues related to product availability, quality, pricing, or service requests. Collaborate with internal teams to resolve issues promptly and provide exceptional customer service to maintain high levels of dealer satisfaction.
- **Performance Evaluation:** Evaluate the performance of agricultural dealers based on sales targets, market share, customer satisfaction levels, and adherence to contractual agreements. Develop action plans to address any performance gaps and drive improvements in dealer performance.
- **Reporting and Analysis:** Prepare regular reports and analysis on sales performance, market trends, dealer performance, and key performance indicators (KPIs). Present findings to management and provide recommendations for enhancing sales and business growth.
- **Relationship Expansion:** Identify opportunities to expand the dealer network within the agricultural sector by acquiring new dealerships or strengthening relationships with existing dealers. Conduct due diligence on potential partners, evaluate their capabilities and assess their alignment with the company's goals and objectives.
- **Continuous Improvement:** Seek ways to improve the overall dealer relationship management process, streamline operations, and enhance the effectiveness of sales and customer service efforts within the agricultural sector. Recommend and implement process enhancements, tools, or systems to optimize efficiency and customer satisfaction.
- **Travel:** Manager – agri dealer relationships often require extensive travel within their assigned region to meet with dealers, farmers, attend industry events, and visit sales representatives. Flexibility and the ability to work remotely are typically required.

Qualification

- **Experience:** At least 10-15 years of proven dealer relationship management experience in an agri and allied field is required.
- **Education:** A bachelor's degree in agriculture, agribusiness, agricultural economics, business administration, marketing, or a related field is commonly preferred. Some employers may require a master's degree for more senior or specialized positions.
- **Knowledge of Agriculture:** A strong understanding of the agricultural industry, including knowledge of agricultural equipment, machinery, inputs, and farming practices, is essential. This knowledge can be gained through formal education, industry experience, or specialized training programs.
- **Sales and Business Development Skills:** Strong sales and business development skills are necessary for effectively managing dealer relationships and driving sales growth. This includes knowledge of sales techniques, market analysis, customer relationship management (CRM), and the ability to develop and execute sales strategies.

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- **Relationship Management:** Excellent relationship-building and interpersonal skills are crucial for establishing and maintaining strong relationships with agricultural dealers, distributors, and retailers. The ability to communicate effectively, negotiate contracts, and resolve conflicts is important for successful dealer relationship management.
- **Analytical and Problem-Solving Skills:** Strong analytical skills are valuable for conducting market analysis, identifying sales opportunities, and resolving issues that may arise with dealers or customers. The ability to gather and analyze data, interpret market trends, and make informed decisions is essential.
- **Technical Knowledge:** Familiarity with agricultural equipment, machinery, and inputs is advantageous. This includes understanding the features, functionality, and applications of agricultural products. Knowledge of emerging technologies and trends in the agricultural industry, such as precision agriculture or digital farming solutions, can also be beneficial.
- **Communication and Presentation Skills:** Effective communication skills, both verbal and written, are essential for interacting with dealers, presenting sales strategies, conducting training sessions, and preparing reports. The ability to convey technical information in a clear and concise manner is important.
- **Customer Service Orientation:** A focus on providing excellent customer service and support to agricultural dealers is critical. This includes being responsive to dealer inquiries, addressing concerns promptly, and ensuring customer satisfaction.
- **Business Acumen:** Understanding business principles, financial management, and the ability to analyze market dynamics is valuable for the Agri Dealer Relationship Manager role. This includes knowledge of pricing strategies, budgeting, and financial analysis.
- **Computer and Software Proficiency:** Proficiency in computer skills and software applications, such as Microsoft Office Suite, CRM software, and sales management tools, is often required. Familiarity with data analysis and reporting software can also be advantageous.

Remuneration

7 – 10 LPA (based on experience and performance evaluation during an interview).

Communication Details

Qualified candidates can send their resumes in confidence to hrdesk@salamkisan.com