

## Job Description

**Position:** Area Sales Manager (ASM)

**Location:** [Delhi, NCR, Rajasthan, Western UP, Uttarakhand, Punjab, Haryana, Himachal Pradesh, Jammu,]

**Qualifications:** Graduation in Sales & Mkt or related field with 7+ years in sales, with 2+ years of managing a team of sales officers and executives, in Institutional/ General Trade (GT) / Modern Format Stores (MFS) sectors. Proven track record in achieving sales targets and month-on-month market growth.

**Job Summary:** The ASM for / General Trade (GT) / Modern Format Stores (MFS) sectors will develop a sales plan for products in our portfolio, manage a team of SOs, deploy strategies to ensure month-on-month sales growth, and deep dive into market trends and learning. They shall report to the RSM and keep them updated on the market scenarios. They should build strong client relationships and brand equity within the designated territory. They should know basic sales software and tools.

### Responsibilities:

- **Sales Strategy:** Develop and execute sales plans and Strategies to meet targets and show month-on-month growth.
- **Client Management:** Build relationships with key accounts in / General Trade (GT) / Modern Format Stores (MFS) sectors.
- **Sales Operations:** Manage the sales cycle, from prospecting to closing.
- **Reporting:** Prepare and submit regular sales reports (**Daily sales Report, Monthly Sales Report etc.**) and market insights using the **Sales Force Automation App**. Monitor market trends and competitor activities, and update the **RSM** with actionable insights.
- **Team Collaboration:** Manage, mentor and polish junior staff and be responsible for optimizing and improving their skill.

### Skills:

- Sales and Business Development
- Relationship Building and Management
- Market Knowledge
- Analytical Thinking
- Communication and Negotiation
- Sales Software Management

### Working Conditions:

- Frequent travel to client locations.
- Flexible working hours to meet client needs.
- Personal Vehicle is a must.
- Must have own Laptop and Android Smartphone.