

Job Description – Area Sales Manager (Institutional Sales)

Job Title: Area Sales Manager – Institutional Sales

Location: Anywhere in North India

Industry: FMCG / Food Processing

Job Summary:

The Area Sales Manager – Institutional Sales will be responsible for leading and managing the institutional sales function within the assigned region. The role involves setting sales strategies, managing a team of sales officers, ensuring business development, and achieving revenue targets in the institutional segment.

Key Responsibilities:

1. Sales Strategy & Business Expansion

- Develop and implement **sales plans and strategies** to grow institutional sales in the region.
- Identify new business opportunities and expand the institutional client base.
- Drive sales initiatives to **achieve and exceed revenue targets**.

2. Team Management & Performance Tracking

- Lead, train, and motivate a team of **Sales Officers** to maximize productivity.
- Set sales targets for the team and ensure their achievement through effective monitoring.
- Conduct regular **performance reviews, coaching sessions, and skill development programs**.

3. Client Relationship & Key Account Management

- Develop and maintain strong relationships with **high-value institutional clients**.
- Conduct high-level negotiations and finalize long-term contracts.
- Address client concerns, ensure high service levels, and foster customer loyalty.

4. Market Analysis & Reporting

- Analyze **market trends, competitor activities, and customer preferences** to identify growth opportunities.
- Prepare and present **sales reports, forecasts, and business performance reviews** to senior management.
- Recommend pricing strategies and promotional activities to boost institutional sales.

5. Coordination & Compliance

- Collaborate with **operations, logistics, and finance teams** for smooth execution of orders.
- Ensure all deals and transactions comply with **company policies and legal requirements**.
- Represent the company at **industry events, trade shows, and corporate meetings**.

Qualifications & Experience:

- **Education:** Graduate / Postgraduate (Sales & Marketing preferred)
- **Experience:** Minimum **6-8 years** of experience in institutional sales, with at least **2 years in a managerial role**.

Key Skills & Competencies:

- ✓ Strong experience in **institutional sales, corporate accounts, and B2B negotiations**.
- ✓ Excellent **team leadership and management skills**.
- ✓ Strong understanding of **pricing models, contracts, and bulk procurement processes**.
- ✓ High-level communication, negotiation, and **relationship-building skills**.
- ✓ Proficiency in **MS Office (Excel, PowerPoint, Word)** and CRM tools.
- ✓ Ability to work under pressure and deliver results within deadlines.