

Job Description

Job Title: Assistant Sales Manager

Head Quarter: Gurugram

Area of Operations: Haryana

Reports To: Chief Executive Officer (CEO)

Position Overview:

The Assistant Sales Manager for Oregin in Sales & Marketing is responsible for driving sales growth, brand promotion, and customer relationship management for Oregin gin in Haryana. The role involves strategic sales execution, brand development, data-driven analysis, and client relationship management. This position requires an in-depth understanding of the beverage industry and expertise in marketing and sales tactics tailored to a premium gin brand.

Key Responsibilities:

1. Sales Strategy and Execution

- **Market Analysis:** Conduct thorough market analysis to understand the competitive landscape, consumer preferences, and emerging trends within Haryana's beverage market.
- **Sales Planning:** Develop and execute sales strategies to meet and exceed monthly, quarterly, and annual sales targets.
- **Account Management:** Create and manage sales plans for key accounts, identifying growth opportunities and implementing targeted sales actions.
- **Channel Development:** Expand distribution channels by identifying, on boarding, and nurturing new clients in both on-premise (bars, restaurants, hotels) and off-premise (retail outlets) sectors.
- **Sales Target:** Initial sales target of **250 cases per month**, subject to adjustment based on business requirements.

2. Brand Promotion and Market Positioning

- **Brand Awareness:** Build Oregin's brand presence through marketing campaigns, events, and promotions that resonate with the premium gin consumer.
- **Event Management:** Collaborate with the marketing team to organize tastings, sampling events, and promotional activities that align with Oregin's brand identity.
- **Content and Collateral:** Work with marketing to create effective promotional materials, ensuring consistent brand messaging across all customer touch points.

3. Client Relationship Management

- **Client Engagement:** Develop and maintain strong relationships with key clients, ensuring Oregin remains top-of-mind for existing accounts.

- **Customer Support:** Provide exceptional customer service, addressing client needs promptly and ensuring client satisfaction with Oregin products.
- **Feedback Collection:** Regularly gather client feedback and insights to improve service offerings and adapt strategies to meet evolving market demands.

4. Database Management and Analysis

- **Data Tracking:** Maintain a comprehensive database of client contacts, sales history, and interactions to support strategic decision-making.
- **Sales Analysis:** Monitor and analyze sales data, market trends, and customer demographics to provide actionable insights and drive strategic adjustments.
- **Competitor Analysis:** Regularly update competitive analysis to stay informed on industry trends, competing brands, and consumer preferences.

5. Reporting and Documentation

- **Report Preparation:** Prepare and submit detailed weekly and monthly reports to the CEO on sales performance, brand development activities, and key metrics.
- **Forecasting:** Provide sales forecasts and market projections based on data analysis, helping to shape future sales and marketing strategies.
- **Budget Management:** Track and manage budget allocations for promotional activities, ensuring expenses remain within approved limits and ROI is maximized.

6. Team Collaboration

- **Cross-Functional Coordination:** Collaborate with production, finance, and distribution teams to ensure alignment between sales strategies and operational capacities.
- **Training & Development:** Work with junior sales team members to share best practices, provide guidance on sales strategies, and promote team learning.
- **Strategic Meetings:** Participate in cross-functional team meetings to align sales initiatives with company-wide objectives, ensuring that goals are achieved effectively.

Key Qualifications:

Education and Experience

- **Education:** Graduate / Post Graduate in Sales & Marketing or equivalent from a recognized university.
- **Industry Experience:** Minimum of 8 years of experience in the beverage industry.
- **Proven Track Record:** Demonstrated success in sales target achievement, brand building, and market expansion within the beverage industry.

Skills and Competencies

- **Sales & Negotiation Skills:** Strong selling, negotiation, and account management skills, with the ability to close deals and maintain high-value accounts.
- **Analytical Skills:** Proficiency in data analysis and interpretation to create actionable insights, improve sales strategies, and identify trends.

- **Communication:** Excellent written and verbal communication skills for effective engagement with clients, partners, and internal teams.
- **Relationship Building:** Ability to foster and maintain relationships with clients, understand their needs, and provide exceptional service.
- **Problem-Solving:** Strong problem-solving skills to overcome challenges in achieving sales goals and managing client relationships.

Personal Attributes

- Self-motivated, proactive, and adaptable in a fast-paced environment.
- Detail-oriented with strong organizational and multitasking abilities.
- Passionate about the beverage industry and committed to brand excellence.

Additional Requirements

- **Travel:** Willingness to travel extensively within Haryana to meet clients and manage on-premise and off-premise accounts.
- **Flexibility:** Ability to work flexible hours, including evenings and weekends, for events and client engagements.
- **Local Knowledge:** In-depth understanding of Haryana's beverage regulations, market conditions, and distribution channels.