

- Job Title: Area Sales Manager - Modern Trade
- Location: Mumbai
- Department: Sales
- Reporting to: CEO
- Qualification: MBA
- Experience: 8-9 years
- Gender preference: Male or Female
- Skills: Channel development, Trust Building, Presentation Style, Ability to Combat Objections
- Salary: Up to 10 Lac

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| <h3>Roles & Responsibility:</h3> |
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1. Relationship with the Account and Joint business planning " - A business review with the accounts also develop business plans for the year, including revenue planning, calendar planning, focusing on value growth areas of the business.
2. Developing & negotiating TOTs which drive profitability and presence for the range of brands to be executed
3. Modern Trade chains across regions to be tapped and TOT's to be signed and executed
4. Renew contracts annually with growth in business and market share
5. Ensure presence of higher gross margin brands in the mix while finalizing the TOTs
6. Drive Brand Activations "- Driving various brand activations, combos, visibility elements, cross promos with other range etc.
7. Developing visibility elements for the channel by understanding customer needs and space or Terms of trade
8. Work along with the team to find and build new business opportunities.
9. Ensure regional alignment with Operation Managers regarding the Terms of Trade and execution "
10. In-store execution incl. purchase order mgmt., order fulfilment, collection, a/c reconciliations, promo executions
11. Develop a price pack strategy with special packs for chains
12. Assess potential for special packs and work on the development of the same with the team
13. Managing channel conflicts (E.g. chains selling to retailers and hence disrupting trade terms between modern and general trade)