

- Job Title: Area Sales Executive
- Location: Mumbai, Pune
- Department: Sales
- Reporting to: ASM - GT
- Qualification: MBA
- Experience: 5-6 years
- Gender preference: Any
- Skills: Relationship building, good communication, aggressive.
- Salary As per industry standards

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| <b>Roles &amp; Responsibility:</b> |
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1. Responsible for the given Geography Handling Distributors, Retailers and Direct Distribution Depots.
2. Achieving Sales Targets, leading and motivating the sale team, achieving the width and depth of distribution.
3. Responsible to monitor the SO and achieve the sales target through secondary sales.
4. Responsible for sales promotion within sales policies framework/ product launch/ re - launch to establish product in market & achieve/ exceed defined sales targets.
5. To ensure SO does sales promotion daily in the evening
6. Develop and maintain relationships with channel partners & key customers to ensure repeat business relationship management.
7. Monitor the performance of distributor within the area and identify issue and take appropriate action to deal with them
8. Implement the marketing and sales promotion strategies
9. Responsible for sales of key retail outlet
10. Tracking and execution of promotional activities
11. Ensure display of POP materials at dealer and retailer point
12. Effectively execute and implement marketing programs and monthly promotions designed by the marketing team
13. Provide market feedback on promotions and competitive activities in the region
14. Tracking attendance & review of SO and promoters on daily basis
15. Ensure effective utilization of secondary schemes, etc.