

***One of India’s leading producers of fertilizers and industrial chemicals,***

We are transforming our business through focus on Collaboration beyond boundaries, Relentless Focus on Results, Innovation, and unflinching commitment to deliverables and promises.

We are looking for individuals who enjoy working outside their comfort zone and are ready to accept challenges. We believe in achieving excellence in whatever we do. For this we provide a great degree of support through a combination of best of the systems & processes, employees’ capability building and their well-being.

We also place a considerable weightage to individuals who are proactive & self-motivated and have good inter-personal & social skills and have the ability to work in teams.

**JOB DESCRIPTION**

***Designation:*** *Area Sales Manager* ***Function:*** *Sales & Marketing*

***Location:*** *Hisar* ***Sector:*** *CNB*

***Purpose of the Job****:*

* Achieve sales of budgeted Manufactured and Bulk traded fertilizers
* Achieve sales of budgeted target for Speciality and Natural fertilizers
* Average debtors number of days not to exceed 30 days
* Achieve 100% Bensulf sales against target for the given geographical territory

**Overview/ Responsibilities: As an Area Sales Manager, you will be expected to:**

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| ***Key Accountabilities for the position*** | ***Major Tasks for the position*** |
| Management of Dealers / distributors to ensurehigh levels of service delivery in line with the overall targets | * Identify, evaluate and select dealers / distributors in the given geography
* Define Service Level Agreements/ Delivery terms and finalize agreements with the selected dealers
* Evaluate & monitor distributor /dealers performance at regular intervals to address performance gaps effectively
* Ensure that issues raised by the distributors / dealers are addressed in a timely manner
* Monitor cash flows & over dues from dealers
	+ Monitor Dealer wise, product wise, month wise sales plans
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| Build a capable and motivated team to create a high performance teamenvironment | * Develop sales field team through structured training and on the job coaching
* Establish performance expectations and regularly review individual performance
	+ Recommend appropriate rewards and recognition
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| Brand Building | * Brand promotion, demand creation from dealers
	+ Market development activities in assigned area
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| Area Administration & Govt Liaisoning | * Brand promotion, demand creation from dealers
* Market development activities in assigned area
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| ***Educational Qualifications*** | ***Total years of experience*** |
| B.Sc. / M.Sc.Agriculture/Horticulture/Agronomy & MBA in Marketing preferred | Minimum experience of 10 - 15 years in sales / marketing of Agri inputs, preferably fertilizers / speciality fertilizer. |
| **Technical Experience** |
| * Knowledge of products, rural markets, agriculture and farmers
* Selling skills
* Commercial acumen
* Risk assessing capability
* Credit management skills
* Analytical skills for cost minimization
* Knowledge of statutory regulations
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