

# Job Description

## JOB NARRATIVE

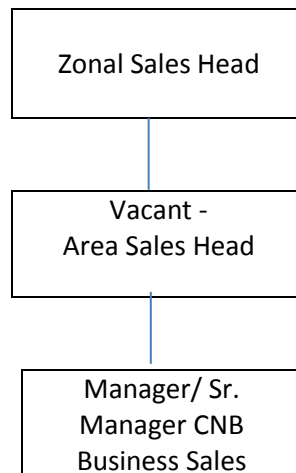
1. Job Purpose and Roles and Responsibilities of the Job
2. Organisation Structure, Outcomes/Value Add, Financials & Work Relations

### Basic Details

Job Title	Area Sales Manager
Business Sector	CNB
Occupied/ Vacant	Vacant

### Organisation Structure

(where does the position stands in the organisation structure of the Business)



### Job Purpose:

- Summarizes the main points of the job description which may include key responsibilities, functions, and duties
- Job Purpose is the prime objective for which the Job holder is responsible for. It is directly controlled by the Job holder
- Should contain 1 - 3 key points
- Achieve sales of budgeted Manufactured and Bulk traded fertilisers
- Achieve sales of budgeted target for Speciality and Natural fertilisers
- Average debtors number of days not to exceed 30 days
- Achieve 100% Bensulf sales against target for the given geographical territory

# Job Description

Key Accountabilities & Outcomes	
<b>Key Accountability</b>	<b>Major Activities/ Tasks</b>
<ul style="list-style-type: none"> <li>• Main areas of accountability / key goals of the Job.</li> <li>• Should contain five to Seven Key Accountabilities.</li> <li>• Can be derived through Balanced Score Card Perspectives (Financial, Customer, Internal Process &amp; Learning and Growth)</li> </ul>	<ul style="list-style-type: none"> <li>• The tasks under Key Responsibility that the Job holder is supposed to perform to achieve the business goals</li> </ul>
<p>Management of Dealers / distributors to ensure high levels of service delivery in line with the overall targets</p>	<ul style="list-style-type: none"> <li>• Identify, evaluate and select dealers / distributors in the given geography</li> <li>• Define Service Level Agreements/ Delivery terms and finalize agreements with the selected dealers</li> <li>• Evaluate &amp; monitor distributor /dealers performance at regular intervals to address performance gaps effectively</li> <li>• Ensure that issues raised by the distributors / dealers are addressed in a timely manner</li> <li>• Monitor cash flows &amp; over dues from dealers</li> <li>• Monitor Dealer wise, product wise, month wise sales plans</li> </ul>
<p>Build a capable and motivated team to create a high performance team environment</p>	<ul style="list-style-type: none"> <li>• Develop sales field team through structured training and on the job coaching</li> <li>• Establish performance expectations and regularly review individual performance</li> <li>• Recommend appropriate rewards and recognition</li> </ul>
<p>Brand Building</p>	<ul style="list-style-type: none"> <li>• Brand promotion, demand creation from dealers</li> <li>• Market development activities in assigned area</li> </ul>
<p>Area Administration &amp; Govt Liaisoning</p>	<ul style="list-style-type: none"> <li>• Proper administration of area office</li> <li>• Regular interaction with Govt. authorities</li> <li>• Subsidy Management</li> <li>• Custodian of company assets and records.</li> <li>• Ensuring statutory compliance</li> </ul>

Work Relations ( Internal and External)	
<b>Internal Relations</b>	<b>External Relations</b>
<ul style="list-style-type: none"> <li>• Main interface of the Job Holder(Working relationships with Key stakeholders/ internal customers</li> <li>• Other Job Holders that the Job holder have may to liaise, report or coordinate with</li> </ul>	<ul style="list-style-type: none"> <li>• Main interface of the Job Holder(Working relationships with Key stakeholders/ external customers</li> </ul>
<ul style="list-style-type: none"> <li>• Other area manager</li> <li>• Zonal Manager</li> <li>• Permeant Sales Promotors</li> <li>• Other functional areas</li> </ul>	<ul style="list-style-type: none"> <li>• Farmers</li> <li>• Dealers</li> <li>• Sub dealers</li> <li>• Government authorities</li> </ul>

## Key Dimensions

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<b>Financial Dimensions</b>	<b>People Dimensions</b>
<ul style="list-style-type: none"> <li>List the significant numerical data which will reflect the scope and scale of activities concerning this job such as budget, cost, revenue etc.</li> </ul>	<ul style="list-style-type: none"> <li>Mention the team size ( direct reportees only) the Job Holder would have to manage for the scope of activities concerning to this role</li> </ul>
<ul style="list-style-type: none"> <li>As per annual budget 2016-2017</li> </ul>	<ul style="list-style-type: none"> <li>Team Size – Handle team of front line sales managers &amp; sales promoters</li> <li>Geographical Spread – Ahmedabad &amp; nearby areas</li> <li>Political &amp; other complexities – Has to liaise / handle government authorities regarding availability of fertilisers and deal with farmers for handling customer complaints, if any</li> </ul>

## ACHIEVEMENT PROFILE

- What are the capabilities required by the Job Holder at this position
- Specify Knowledge ( technical expertise), experience, skills, behavioural competencies, personality required
- It depicts candidate profile for making hiring decision and helps incumbent profile for competency mapping

### Education Qualifications / Background

- State minimum qualification required by the Job Holder to work effectively on this position
- B.Sc. / M.Sc. Agriculture/Horticulture/Agronomy & MBA in Marketing preferred

### Relevant and Total Years of Experience

- Mention years of experience required for the job
- Elaborate more of the relevance / type of the job experience required by the role
- Minimum experience of 10 - 15 years in Agri inputs sales / marketing preferably in fertilisers / speciality fertilisers

### Technical/Functional Expertise

- State minimum proficiency required on specific technical or functional skills required for the Job Role
- 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

### Behavioural Competencies (List only 3- 5 specific behavioural competencies)

- State behavioural competencies required to function effectively at this position
- Customer Service Orientation
- Result Orientation
- Quick decision making capability
- Leadership skills
- Sincerity, honesty & integrity
- Presentation & communications skills

### Personality (List only 3- 5 specific personality characteristics)

- Write personal characteristics/ personality type that is suitable to work at this job level.

# Job Description

- Ability to handle Team
- Adaptable to changing circumstances
- Leadership Skill
- Organised