



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: Sr. Manager / AGM - Sales and Marketing (Cororid) **Function:** Sales & Marketing

Location: Delhi

Sector: I C Marketing

Purpose of the Job:

- The role is responsible for establishing the sales/marketing, from inception to stabilization for the Cororid range of products in domestic and export market. The key responsibility is to establish a distributors/dealers network to match that of Industry leader like Diversey.
- The role also involves New customer addition, Sales and collection planning, Customer management and service support & Market intelligence to support pricing decisions.
- The role also involves techno-commercial management of product development/establishing Cororid along with R&D and provide technical support along with R&D and technical services.

Overview/ Responsibilities: As a "Sr. Manager / AGM - Sales and Marketing (Cororid)", you will be expected to:

Key Accountabilities for the position	Major Tasks for the position
Business Development	<ul style="list-style-type: none">• Create Business plan for Cororid range of products• Study the market, develop the Product launch, and market penetration strategies.
Driving sales of new product /Infrastructure Development	<ul style="list-style-type: none">• Develop and Execute Sales plan / Develop distribution network of dealers/distributors, product approval and promotion.
Strategizing and implementing Business Development and sustainability	<ul style="list-style-type: none">• Establish and maintain market for the product and penetration in the targeted customer space and market share
Sales and collection planning	<ul style="list-style-type: none">• Prepare collection plan to manage exposure• Ensure no overdue beyond payment terms
Customer management and service support	<ul style="list-style-type: none">• High customer satisfaction• Coordinate with customer logistics providers to ensure timely dispatch and ensure minimal penalty or detention

"We believe together we can achieve excellence! "



New customer addition	<ul style="list-style-type: none"> Win key target customers across existing and new end-use segments Develop direct customers as well as dealer channel
<i>Educational Qualifications</i>	<i>Total years of experience</i>
<ul style="list-style-type: none"> Graduate preferably in Science/Engineering) from a college of repute MBA from Premier Institute will be preferred Prior experience of working in similar product companies (Diversey/Ecolab/Sato) 	<ul style="list-style-type: none"> Minimum 06 years of experience. Prior experience in handling disinfection range of products with a leading player is MUST. Demonstrated ability to work in dynamic business environment with senior leadership team across sector.
<i>Technical /Functional Expertise:</i>	
<ul style="list-style-type: none"> Update on Market Scenario Knowledge of competitors' activities Knowledge of Imports / Exports data of products as well as downstream segment Working knowledge of governing laws related to taxation, Import exports etc. Sales/Marketing and Coordination Skills Customer relationship management Negotiation skills 	

"We believe together we can achieve excellence! "