

## JOB NARRATIVE

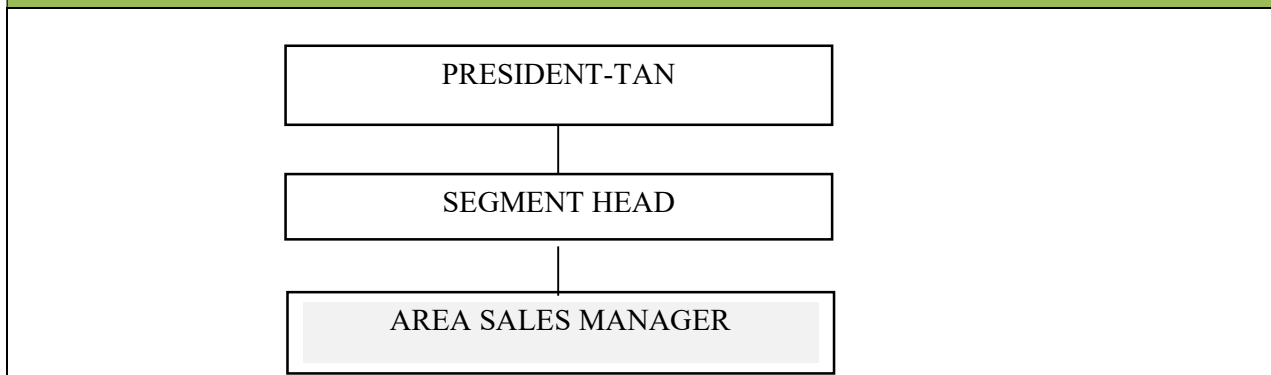
1. Job Purpose and Roles and Responsibilities of the Job
2. Organisation Structure, Outcomes/Value Add, Financials & Work Relations

### Basic Details

Job Title	Area Manager – Sales (TAN)
Job Grade/ Level	M8/M9
Function	TAN
Business Sector	TAN
Location	Central India

### 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

This role is primarily responsible for building a sale strategy, managing key customer accounts, identifying new opportunities for growth, and achieving the sales targets.

### Key Accountabilities & Outcomes

Key Accountability	Major Activities/ Tasks
<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 suppose to perform to achieve the business goals</li> </ul>
<ul style="list-style-type: none"> <li>• Formulate the sales strategy for the entire region</li> </ul>	<ul style="list-style-type: none"> <li>• Mapping &amp; segmentation of the target market.</li> <li>• Identify business drivers and entry barriers in the region.</li> <li>• Tracking &amp; analysing the segment wise competition in terms of market share analysis and business model.</li> </ul>

	<ul style="list-style-type: none"> <li>Formulating Area wise sales plan.</li> <li>Key customer account management.</li> </ul>
<ul style="list-style-type: none"> <li>Ensuring Company Brand visibility.</li> </ul>	<ul style="list-style-type: none"> <li>Participations in seminars, conferences and workshops related to the business.</li> <li>Developing relations with Trade &amp; Industry bodies.</li> <li>Organising awareness programme for various market segments.</li> </ul>
<ul style="list-style-type: none"> <li>Prepare &amp; implement annual budget for the region</li> </ul>	<ul style="list-style-type: none"> <li>Prepare and monitor budgets verses actual (product wise/ month wise).</li> <li>Interact with key account customers for finalising commercial terms &amp; conditions.</li> <li>Ensuring sales targets are achieved as per the plan.</li> </ul>
<ul style="list-style-type: none"> <li>Relationship Building</li> </ul>	<ul style="list-style-type: none"> <li>Co-ordinate and interact with Trade bodies and agencies like IBM, DGMS, CCE, Customs, Shipping, etc.</li> </ul>
<ul style="list-style-type: none"> <li>Compliance to AN Rules &amp; Other Statutes</li> </ul>	<ul style="list-style-type: none"> <li>Compliance to all Rules &amp; Regulations for Safety &amp; Security towards a Risk-Free business.</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.E/B.Tech – Mining/Diploma in Mechanical Engineering, MBA desirable but not mandatory
- Sufficient knowledge of Commercial and Technical Services function

### 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

- 8 – 12 years of Sales Experience in chemical/Mining Industry

### Technical/Functional Expertise

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

- Knowledge of mining operation and handling of explosives
- Knowledge of statutory provisions like, Mining Legislation/Regulations, Mines Act and Explosives Rules
- Knowledge of Blasting Optimization
- Proficient in computer handling and applications

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

- State behavioural competencies required to function effectively at this position

- Business Acumen with strong drive for results
- Analytical Skills
- Communication & Presentation Skills
- Interpersonal & other Social Skills.

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

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

- Ability to be pro-active and self-motivated
- Ability to work under pressure