

JOB NARRATIVE

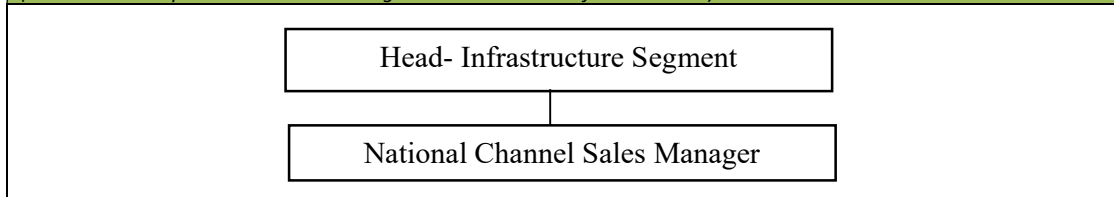
1. Job Purpose and Roles and Responsibilities of the Job
2. Organisation Structure, Outcomes/Value Add, Financials & Work Relations

Basic Details

Job Title	National Channel Sales Manager
Job Grade/ Level	(M6/M7)
Function	Infrastructure Segment
Business Sector	TAN
Location	Nagpur

Organisation Structure

(where does the position stand 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
1. Will be responsible for identifying and recruiting new channel partners & dealers to enhance the consumer base and drive the consumption of STL strategic product portfolio.
 2. Manage a portfolio of key projects and accounts across dealer sales segments, B2C & B2B
 3. Formulate customized technical solution in end-to-end applications, specific to drill and blast value chain using STL's speciality product portfolio and latest blast measurement/modelling tools.
 4. Convincingly present the demonstrated value to the end user/consumer through quality reports/presentations
 5. Identify opportunity for outcome/solution centric go-to-market plan for STL's quarrying consumers.
 6. Build and maintain connections with consumers and partners to maximise income from existing accounts.
 7. Responsible for proposals, pitches, company plans, and other sales materials to create lead funnel and onboarding of the dealer leads.
 8. Strong skills in leading solution development efforts that best address end-user pain points and needs, while coordinating the involvement of all necessary STL and dealer partner stakeholders
 9. Responsible for delivery of P&L targets of go-to-market channel (dealer and associated partners) segment strategy.
 10. Responsible for increasing the ANFO user base through advocacy and liaison support of local administration

Key Accountabilities & Outcomes	
Key Accountability	Major Activities/ Tasks
<ul style="list-style-type: none"> Main areas of accountability / key goals of the Job. Should contain five to Seven Key Accountabilities. Can be derived through Balanced Score Card Perspectives (Financial, Customer, Internal Process & Learning and Growth) 	<ul style="list-style-type: none"> The tasks under Key Responsibility that the Job holder is supposed to perform to achieve the business goals
<ul style="list-style-type: none"> Occupational Safety- 	<ul style="list-style-type: none"> Ensure personal safety and that of every team member/customer member on bench. Support in continuous upgradation of SOPs/Guidelines for On-bench safety standards of the company Ensure full compliance in user place in respect to rules and laws of application of ANFO & Class 2 Explosives
<ul style="list-style-type: none"> Differentiate STL products/services at a mine site through- 	<ul style="list-style-type: none"> Product Stewardship and technical intervention to customers/ consumers Lead key solutions delivery projects from ideation to execution to convert & enhance consumer base through new and existing channels/dealer base. Implement new ideas to implementation and innovation ways to differentiate offerings to sustain and convert NBA users to STL fold
<ul style="list-style-type: none"> External Branding 	<ul style="list-style-type: none"> Develop case studies/reports jointly with technical services to demonstrate STL's value delivery capability. Conduct workshops and seminars as a part of building solutions brand
<ul style="list-style-type: none"> Partnership & Collaboration 	<ul style="list-style-type: none"> Build partnerships with critical solutions partners (drill/excavators/crushers etc) Build relationships and networking through consultants and market specialists to enable branding & advocacy
<ul style="list-style-type: none"> Reports and Market consolidation 	<ul style="list-style-type: none"> Build customized reports, marketing campaigns & promotional deals through solutions & services

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 Engineering. MBA/Consulting Background desirable but not mandatory

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
- Min 8 years of Operation/Sales Experience in Mining/Infrastructure Industry (preferred 10-12 year exp)



Technical/Functional Expertise

- *State minimum proficiency required on specific technical or functional skills required for the Job Role*
- Knowledge of mining, quarrying value chain/operations
- Knowledge of analysing mining solutions using software (Stayos/JK Sim/Wipfrag/Minimate vibrograph)
- Knowledge of statutory provisions like, Mining Legislation/Regulations, Mines Act, Explosives Act/AN Rules.
- Knowledge of channel & dealer sales with expertise in delivering value proposition through solutions
- Proficient in MS-Office/CRM solutions

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

- *State behavioural competencies required to function effectively at this position*
- A mindset to prioritize Safety.
- Commercial Acumen with strong drive for results
- Strong Analytical Skills
- Strong 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.*
- Self-starter
- Works with a “get things done, in time” mindset.
- Ability to handle ambiguity.
- Ability to collaborate in a cross functional environment.
- Travel up to 60%-70% of the time in a month
- Expertise in networking and relationship management