

JOB NARRATIVE

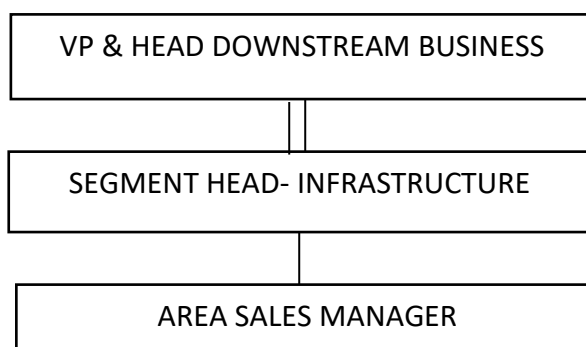
1. Job Purpose and Roles and Responsibilities of the Job
2. Organisation Structure, Outcomes/Value Add, Financials & Work Relations

Basic Details

Job Title	Area Sales Manager - TAN
Job Grade/ Level	M8/M9
Function	Infrastructure
Business Sector	TAN
Location	Any where in India

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

This role is primarily responsible for identification and conversion of new accounts for growth, sustain and manage the Key accounts and achievement of sales & collection targets of TAN and Forward Integration Initiative products.

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"> • Showcase & quantify value generation at user application by using DMLS 's products. 	<ul style="list-style-type: none"> • Apply DMLS's Blasting Technology, Knowledge and Procedures to achieve customer recognition of the value of DMLS over competitors • Design blasts for a sustainable future. • Handle unusual incidents and provide advice to the

	<p>Shotfirer (eg: multiple misfires, unexplained misfire, environmental exceedance).</p> <ul style="list-style-type: none"> Develop a commercial structure to convert the potential users to outcome-based projects. Provide technical feedback to segment regarding customization of products & services thereby creating a differentiator over competition.
<ul style="list-style-type: none"> Ensuring Company brand visibility. 	<ul style="list-style-type: none"> Organising seminars for dealers in the Region. Organising awareness programme for various market segments. Give effective presentations on standard products and services to customers. Support developing of testimonials and effective marketing channels to support the association with potential users and consumers.
<ul style="list-style-type: none"> Enhance user base of ANFO and Forward Integration and alliance products to deliver value generated outcomes 	<ul style="list-style-type: none"> Identify the need of dealers and users in the segment and develop customer specific value proposition to provide them. Provide and strategize market intelligence on customers and competitors to align with segment strategy and budget Actively convert dealers to FI & LDAN products. Enhance the ANFO user base by developing techno-commercial model in sustained and growth models
<ul style="list-style-type: none"> Implementation of annual budget for the region 	<ul style="list-style-type: none"> Interact with key account customers for finalising commercial terms & conditions and ensure monthly and annual target delivery.
<ul style="list-style-type: none"> Compliance to AN Rules, Explosive Rules & Other Statutes 	<ul style="list-style-type: none"> Making sure that all the transaction with dealers are complying to all Rules & Regulations applicable to our business to ensure a Risk-Free sustainable business.
<ul style="list-style-type: none"> Team handling 	<ul style="list-style-type: none"> Identify, track and propose regional team for upskilling including strategic delivery structure aligned to segment

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. MBA 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
- 8 – 15 years of Sales Experience in Mining/Infrastructure Industry

Technical/Functional Expertise

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

- Knowledge of mining, quarrying operation and handling of explosives and Infrastructure projects
- Knowledge of statutory provisions like, Mining Legislation/Regulations, Mines Act, Explosives Act.
- Knowledge of Blasting Optimization, Quarrying & tunnelling operations
- Proficient in MS-Office

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
- Problem solving 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
- Ability to work in diverse teams
- Result oriented
- Enterprising
- Integrity and committed to values and goals