Location - Belgaum

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| **JOB NARRATIVE**   1. *Job Purpose and Roles and Responsibilities of the Job* 2. *Outcomes/Value Add, Financials & Work Relations* |

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| **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 |

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| **Key Accountabilities & Outcomes** | |
| ***Key Accountability***   * *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)* | ***Major Activities/ Tasks***   * *The tasks under Key Responsibility that the Job holder is supposed to perform to achieve the business goals* |
| Management of  Dealers / distributors to ensure  high levels of service  delivery in line with the  overall targets | * Identify, evaluate and select dealers / distributors in the given geography * Define Service Level Agreements/ Delivery terms and finalize agreements with the selected dealers * Evaluate & monitor distributor /dealers performance at regular intervals to address performance gaps effectively * Ensure that issues raised by the distributors / dealers are addressed in a timely manner * Monitor cash flows & over dues from dealers * Monitor Dealer wise, product wise, month wise sales plans |
| Build a capable and motivated team to create a high performance team  environment | * Develop sales field team through structured training and on the job coaching * Establish performance expectations and regularly review individual performance * Recommend appropriate rewards and recognition |
| Brand Building | * Brand promotion, demand creation from dealers * Market development activities in assigned area |
| Area Administration & Govt Liaisoning | * Proper administration of area office * Regular interaction with Govt. authorities * Subsidy Management * Custodian of company assets and records. * Ensuring statutory compliance |

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| **Work Relations ( Internal and External)** | |
| ***Internal Relations***   * *Main interface of the Job Holder(Working relationships with Key stakeholders/ internal customers* * *Other Job Holders that the Job holder have may to liaise, report or coordinate with* | ***External Relations***   * *Main interface of the Job Holder(Working relationships with Key stakeholders/ external customers* |
| * Other area manager * Zonal Manager * Permeant Sales Promotors * Other functional areas | * Farmers * Dealers * Sub dealers * Government authorities |

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| **Key Dimensions** | |
| ***Financial Dimensions***   * *List the significant numerical data which will reflect the scope and scale of activities concerning this job such as budget, cost, revenue etc.* | ***People Dimensions***   * *Mention the team size (direct reportees only) the Job Holder would have to manage for the scope of activities concerning to this role* |
| * As per annual budget | * Team Size – Handle team of front line sales managers & sales promoters * Geographical Spread – Hubli & nearby areas * Political & other complexities – Has to liaise / handle government authorities regarding availability of fertilisers and deal with farmers for handling customer complaints, if any |

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| **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* |

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| **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* |
| * Experience of 10 - 15 years in Agri inputs sales / marketing preferably in fertilisers / speciality fertilisers |

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| **Technical/Functional Expertise**   * *Stare 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.* |
| * Ability to handle Team * Adaptable to changing circumstances * Leadership Skill * Organised |