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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*
 |
| Business Development | * Execute Dealer wise, product wise, month wise sales plans
* Market development activities
 |
| Dealer Management | * Submit Proposal for appointment of dealers
* Monitor & manage overdues
* Ensure that issues raised by the dealers are addressed in a timely manner
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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*
 |
| * 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 sales promoters
* Geographical Spread– Assigned area & 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/ Microbiology & 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*
 |
| * Minimum experience of 1 - 4 years in sales / marketing of Agri inputs, preferably fertilisers / speciality fertilisers
 |
| **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.*
 |
| * Believe in Team Work.
* Adaptable to changing circumstances.
* Organised
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