

## **DEPUTY AREA SALES MANAGER**

- Responsible for sales in the assigned cluster of territories and ensure achievement of re-distribution targets and primary sales as per the objectives.
- Achieve and sustain market leadership in the territories, successfully launch new products and build brand Equity in those territories.
- Implement policies, systems and processes pertaining to primary / secondary sales and distribution, distributor management and other related areas
- Analyze market potential product wise/ area wise, perform competitor analysis and submit market information reports ASM. Suggest effective and innovative approaches to expand market share.
- Suggest lucrative BTL / promotional activities and implement BTL plans successfully to achieve redistribution
- Ensure mutually beneficial partnerships with stockiest and build cordial relations with them. Optimally utilize distributor resources / services.
- Develop capabilities of the sales team such that they are able to excel in their jobs and achieve redistribution targets

### **CANDIDATE PROFILE:**

- MBA in Sales / Marketing
- Minimum 5 Years of experiences in sales - FMCG Sectors Only
- Location: Mysore & Bihar.
- Local Language is a Must.