



AISGS/HR/No.....

Role Name	MT-Sales	Department & Location	SALES	Level	
Role Summary	To develop business for the organization, Brand Building with Architects, Influencers and Builders. Expanding reach in the market and tapping HNI & developing Key Accounts. Generating Business, Sale, Collection, MIS, Reconciliation and Product mix(VAP) and expansion of network.				
Reporting to	Sales Manager				
Role purpose	To achieve sales, collection and realisation, improving reach and spread and better penetration in HNI segment link between company and the customers.				
Document created by (Superior)	Ankush Gupta				
Responsibilities Head	KRA (Key Result Areas)	KPI (Key Performance Indicators)			
Business Management	1. Maintaing existing Key Accounts 2. Expansion of customer base. 3. Penetration in the market. 4. Conducting meets and knowledge sharing. 5. Problem solving and solution provider to end customer. 6. Liasioning with Key Influencers (Interior Designers, Architects, Builders and fabricators).	1. Sale figures. 2. %Growth in laminated glass. 3.Number of new customers & Key Accounts developed.			
Credit Control	1. Collection Realization	2.	1. Payment schedule 2. Ageing. 3. Assessment of market. 4. Deviations and Gaps in sales and collection figures. 5. Variance and Credit outstandings 6. Growth and better product Mix. 7. Review plan Vs Actual.		
Customer Delight	1. Account Reconciliation 2. Settlement of Claims 3. Service levels 4. Ease and accessibility 5. Listen to their grievances		1. Customer Satisfaction Report 2. Attrition rate of customers 3. % increase in sale		
Manpower Development	1. To identify and implement development initiatives for self in order to improve overall capabily.		1. Number of trainings attended.		
Regular update on competitors activity	Mapping of competitors about products, prices, services .		1. Market Report 2. Market share.		
MIS	Monthly MIS		Gaps to be identified-BudgetVsActual based on monthly MIS report		
Authorities	Addition of new customers and implimentation of policies and objectives of the company				
Specifications:					
Knowledge	1. Knowledge of Sales & Marketing. 2.Presentation Skills 3. Analytical Skills.	(Experience- No.Of Years)& (Expected Background)	Freshers MBA		
Skills:					
Technical			Behavioral(Soft Skills)		
Knowledge of glass products can be added advantage.			Positive Attitude, Leadership, Man Management, Communication, Time management		
Any Other:					
Critical Success Factors : To help illustrate the nature of the job description, the aspect you consider is likely to present the greatest challenge to the person performing the job. Example: 1. Focused approach for fulfilling company's objective and maintaining co-ordial relationship with the customers. 2. Increase market Share by creating new customers & generating business from existing clients. 3.Aggressive growth in sales of value added glass. 4. Increase Profitability of the area allocated					
Interaction:					
Internal			Customers		
CSD , Logistics / dispatch,quality dept.Finance & Accounts.			HNI, Architects, Builders & Influencers		