



Role Name	BDM	
Location	Mumbai	
Role Summary	To improve market share with focus on interior galsses thru brand visibility and awareness of value added products, achieve specification and improvement of overall reach, brand visibility and spread with better penetration in influencers segment.	
Reporting to	ZH	
Role purpose	To improve specification from key influencers and convert specification to sales and driving growth	
Responsibilities Head	KRA (Key Result Areas)	KPI (Key Performance Indicators)
Specifications & Sales	- Expand market share with addition of new Influencers / customers (Architects, Interior Contractors & Designers, PMCs etc.) & generation of business from existing clients	- Achieve specification for AIS Value Added Products with special focus on AIS Décor, AIS Swytchglas, AIS Pyrobel, Laminated glass etc with the specification team - Prepare and submit quotations, negotiate commercial terms and Achieve monthly, quarterly and annual sales targets - PDCA of Budget Vs Actual specification & sales Target - Achieving territory wise targets for specification and sales
	- Ensure aggressive growth in sales of value added glass	- Growth in VAG sales and specification
	Achieve Monthly, Quarterly and Yearly targets for specification and product category wise sales	- Mentoring the team of BDMs and achieving territory wise and overall targets - Generate enquiries through specification and business development through new customers and through own customer base - Quotation, negotiation and closure of orders - Ensuring collection of Payments as per the payment terms
	- Achieve Quotation to sales conversion rate (for specified projects)	- Maintain enquiry to sales conversion rate as per the guidelines by management / industry standard
	- Achieve Product Mix	- Maintain the product mix in sales as per the guidelines by the management / targets
	- Expansion of customer & project base by continuously upgrading the knowledge of glass offered by competitor, industry and new products introduced by AIS	- Increase in pipeline strength
Customer	- Meet Architects, interior designers, Interior Contractors & Other influencers and visit project site and potential clients - Ensure territory wise market / influencers coverage as per plan	- Increase market coverage to enhance customer base
	- Mapping competitors for development of new products, prices & services	
	- Ensure geographical mapping of identified location to cover all customers in the identified location - Seek customer feedback and facilitate timely redressal of any complaint/ issue (if any)	
	-To train internal and external stakeholders	
	Assessment of performance and achievement of targets for the territory	- Gap analysis as per the targets assigned by management - Reviews with management (Weekly, Monthly and as per requirement) - Counter-measures to bridge the gap in performance
	- Improve overall reach & spread of the products with better penetration in influencers segment.	- Identify potential customers and influencers for AIS GS products and identify key people within these accounts who influence glass purchase and build strong relationships with them.