

Role Name	Section Head Business Development & KAM Exports	
Reporting to	Head - Business Development & Exports	
Role Purpose	Generate business with new and existing customer in segments Appliances/ Metro Trains/ Indian Railways/ ARG exports (other than Pakistan, Srilanka, Bangladesh other SAARC countries)	
Role Description	Generate RFQs, techno commercial feasibility study, submit commercial offer, demand fulfilment, execution of sales target	
Document created by	Devinderjit Parmar	
Responsibilities	KRA (Key Result Areas)	KPI (Key Performance Indicators)
New Business generation	Constantly explore and identify new products where AIS is not present, supported by Business Case study	- Min. 2 case study/ annum, and ensuring penetration at least in 1 segment
	Constantly explore and develop new and unexplored regions, customers, dealers to increase revenue	- Number of new enquiries from new segment/ new export dealers in existing or new markets gathered
	Coordinate feasibility study with Engg., gather inputs in order to make a commercial proposal	- Number of times inputs from customer not adequate for feasibility
	Preparation of commercial offer and submission after HOD approval	- No of times quote not submitted on time - Operating margin as per agreement
	Ensure development as per agreed time line in order to achieve targeted sales and have customer satisfaction	- Number of models not launched as per plan
Demand Fulfilment	Get customer forecasts/orders so as to project expected sales in coming months	- Total Sales (% Variance from budget)
	Preparation and monitoring of sales plan in order to achieve sales target of organisation	-Order Execution level > 95%
	CHA business award BPF, contracts and contract rates finalisation along with Section Head Customer Support and Logistics after HOD approval	- Ensure 100% adherence as per BPF
Sales revenue from Existing & new business	Prepare Industry scenario, annual sales plan, mid term plan, opportunity with presentations and ensure compliance in order to meet overall sales turnover	- Sales figure - plan vs actual
	Constantly target increase in sales turnover and increase in SOB with new and existing customers	- Increase in revenue yoy - Increase in SOB yoy
	Price increase and APR conclusion with customer after HOD approval	-Ensure Price correction as per norms

	Ensure payments on time from customers in order to avoid overdues	- Amount of overdues every month against target
MIS reporting	Ensure timely reporting/ escalation of issues through weekly/ monthly reports	- Number of times MCM reports/ S& OP not sent
	PDCA- Export, Ref shelf glass, Railways etc. Competitor Study	- Ensure Market dynamics are captured on regular basis and reported with action plan
	Exports rejection claim provisioning, pay-out conclusion	- To ensure settlement as per agreement with customer

REQUIREMENTS

Knowledge	Knowledge of INCO terms Knowledge of Powerpoint/ MS Office Costing, business case, commercial feasibilities	Experience '(Number of years)	10-12 years experience in Auto/ other industries/ After Market Exports
Skills	Presentation Skills Communication Skills Negotiation Skills Interpersonal relationship	Qualification	BE/ B Tech or MBA (Both will be added advantage)

INTERACTION

Internal	Customers	Other External parties/Vendors
Engineering; New Model development, Supply Chain; Materials Production; QA; MIS, Accounts	Customers making Metro Trains, Railways, white goods-appliances & export market - AGC Group, Middle east, Africa	