

Role Name	Zonal Head		
Role Summary	Identify new prospects, increase in sale and better realization, reach and availability of the products.		
Reporting to	National Sales Head/ Business Head		
Role purpose	To act as a channel of communication between company and customers for achieving customer delight.		
Responsibilities Head	KRA (Key Result Areas)	KPI (Key Performance Indicators)	
Sales	<ul style="list-style-type: none"> Meet the sales Target Increasing sales in Value Added Products (VAG) Increasing the Dealer Network in Catchment Areas 	<ul style="list-style-type: none"> AOP Target AOP Target for Value Added Product (Basket) Market Reach (%) - Dealer Network to Catchment Area Dealer Engagement Plan/Formulating Dealer Policy Lead Generation through BTL 	
Finance	<ul style="list-style-type: none"> Collection Realization Account Reconciliation 	<ul style="list-style-type: none"> Achievement of sales & collection as per the target Outstanding/ageing/overdue to be as per the specified guidelines Continuously monitor market prices and competitor prices to achieve best possible price for AIS Increasing sales per unit realization through lower discount & maintaining DLP Reconciliation of customer accounts 	
Customer Satisfaction	<ul style="list-style-type: none"> Settlement of Claims Addressal of grievances Ease and accessibility Service levels 	<ul style="list-style-type: none"> Coordinate with internal departments to service customers as per the TATs Seek customer feedback and facilitate redressal of any complaints/ issues Ensure complete documentation for new customer creation as per KYC 	
Manpower Development	<ul style="list-style-type: none"> To identify and implement development initiatives for self and team(if any) in order to improve overall team capability. 	<ul style="list-style-type: none"> Attrition (%) Succession Planning Sales Productivity (Rs. Lakhs per person) Conversion Ratio (Lead to Quote to Revenue - %) 	
MIS	<ul style="list-style-type: none"> PDCA approach (Gap analysis) of set Targets VS Actuals , monthly MIS of sales 		
Competitors activities	<ul style="list-style-type: none"> Information about competitors activities prices, service, Market Share 		
REQUIREMENTS			
Knowledge	Knowledge in construction & building material industry.	(Experience - No.Of Years) & (Expected Background)	10 to 12 years Building Material Sales or Consumer Durables through Channel
	Commercial & Technical aspects of product		
	Good Knowledge of MS Office.		
Skills	Good Communications, Managerial Skills especially Planning , Negotiation skills, Leadership, Decision Making	Qualification	B.Tech / Graduate + M.B.A.
INTERACTION			
Internal	Customers	Other External parties/Vendors	