



## Job Description

Job Details			
Job Title	Business Development Manager	Department	Sales
Reporting to	Zonal Manager	Location	Mumbai

Job Objective
To improve brand visibility and awareness of value added sales, achieve sales, collection and realization and improvement of overall reach and spread with better penetration in influencers segment.

Primary Responsibilities	
<b>Financial</b>	<ul style="list-style-type: none"><li>• Expand market share with addition of new customers &amp; generation of business from existing clients</li><li>• Ensure aggressive growth in sales of value added glass</li><li>• Identify gaps - Budget Vs Actual based on monthly MIS reports</li><li>• Timely settlement of customer's claims for better customer satisfaction</li><li>• Achieve Quotation to sales conversion rate (for specified projects)</li></ul>
<b>Customer</b>	<ul style="list-style-type: none"><li>• Meet architects, interior designers, builders, fabricators and visit project site and potential clients</li><li>• Mapping competitors for development of new products, prices &amp; services</li><li>• Ensure geographical mapping of identified location to cover all customers in the identified location</li></ul>

<p><b>Process</b></p>	<ul style="list-style-type: none"> <li>• Improve overall reach &amp; spread of the products with better penetration in influencers segment.</li> <li>• Generate business of value –added glass ( Décor, Laminated, Krystal, Trendz and Sunshield )</li> <li>• Ensure complete documentation for new customer creation as per KYC</li> <li>• Organize customer visits at AIS facility</li> <li>• Ensure adherence to Key account management process</li> </ul>
<p><b>Learning &amp; Development</b></p>	<ul style="list-style-type: none"> <li>• Participate in exhibitions, customer meets to keep oneself updated with customer requirements and knowledge sharing</li> <li>• Expansion of customer &amp; project base by continuously upgrading the knowledge of glass offered by competitor, industry and new products introduced by AIS</li> </ul>

<p><b>Desired Qualifications &amp; Experience</b></p>	
<p>Desired Qualifications</p>	<p>B.Tech /MBA/Both</p>
<p>Desired Experience</p>	<p>4-8 years of relevant experience</p>
<p>Knowledge &amp; Skills</p>	<ul style="list-style-type: none"> <li>• Marketing knowledge in construction &amp; building material industry. Project sales (networking), accounting. MS office.</li> <li>• Technical knowledge of glass products</li> </ul>