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| <b>Role Name</b>  | Senior BDM   |  |
| <b>Location</b>   | Mumbai   |  |
| <b>Role Summary</b>   | To improve market share with focus on interior glasses 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.  |  |
| <b>Reporting to</b>   | ZH   |  |
| <b>Role purpose</b>   | To improve specification from key influencers and convert specification to sales and driving growth  |  |
| <b>Responsibilities Head</b>  | <b>KRA (Key Result Areas)</b>  | <b>KPI (Key Performance Indicators)</b>  |
| <b>Specifications &amp; Sales</b>   | <ul style="list-style-type: none"> <li>- Expand market share with addition of new Influencers / customers (Architects, Interior Contractors &amp; Designers, PMCs etc.) &amp; generation of business from existing clients</li> <li>- Ensure aggressive growth in sales of value added glass</li> <li>Achieve Monthly, Quarterly and Yearly targets for specification and product category wise sales</li> <li>- Achieve Quotation to sales conversion rate (for specified projects)</li> <li>- Achieve Product Mix</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> | <ul style="list-style-type: none"> <li>- Achieve specification for AIS Value Added Products with special focus on AIS Décor, AIS Swytchglas, AIS Pyrobel, Laminated glass etc with the specification team</li> <li>- Prepare and submit quotations, negotiate commercial terms and Achieve monthly, quarterly and annual sales targets</li> <li>- PDCA of Budget Vs Actual specification &amp; sales Target</li> <li>- Achieving territory wise targets for specification and sales</li> <li>- Growth in VAG sales and specification</li> <li>- Mentoring the team of BDMs and achieving territory wise and overall targets</li> <li>- Generate enquiries through specification and business development through new customers and through own customer base</li> <li>- Quotation, negotiation and closure of orders</li> <li>- Ensuring collection of Payments as per the payment terms</li> <li>Maintain enquiry to sales conversion rate as per the guidelines by management / industry standard</li> <li>Maintain the product mix in sales as per the guidelines by the management / targets</li> <li>- Increase in pipeline strength</li> </ul> |
| <b>Customer</b>   | <ul style="list-style-type: none"> <li>- Meet Architects, interior designers, Interior Contractors &amp; Other influencers and visit project site and potential clients</li> <li>- Ensure territory wise market / influencers coverage as per plan</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> <li>- Seek customer feedback and facilitate timely redressal of any complaint/ issue (if any)</li> <li>- To train internal and external stakeholders</li> </ul>  | <ul style="list-style-type: none"> <li>- Increase market coverage to enhance customer base</li> </ul>  |
| <b>Process</b>  | <ul style="list-style-type: none"> <li>Assessment of performance and achievement of targets for the territory</li> <li>- Improve overall reach &amp; spread of the products with better penetration in influencers segment.</li> <li>- Generate business of value added glass ( Décor, Swytchglas, Laminated glass, FRG )</li> <li>- Ensure complete documentation for new customer creation as per KYC</li> <li>- Organize customer visits at AIS facility</li> <li>- Adherence to internal processes for monitoring and management of enquiries,</li> <li>- Ensure adherence to customer management process</li> </ul>   | <ul style="list-style-type: none"> <li>- Gap analysis as per the targets assigned by management</li> <li>- Reviews with management (Weekly, Monthly and as per requirement)</li> <li>- Counter-measures to bridge the gap in performance</li> <li>- 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.</li> <li>- Identify the key people within external influencer accounts who influence glass purchase and build strong relationships with them</li> <li>- Timely furnish all the documents and details required by Accounts and CSD</li> <li>Tap into wider resources and skills within own organization to develop client/partner solution</li> <li>Timely updation of enquiry base and follow up details to MIS Team and updation in LTS</li> <li>- Coordinate with internal departments to ensure timely delivery of product</li> </ul>   |
| <b>MIS</b>  | <ul style="list-style-type: none"> <li>- PDCA approach (Gap analysis ) of set Targets VS Actuals , monthly MIS of sales</li> </ul>   | <ul style="list-style-type: none"> <li>- Gaps to be identified-Budget Vs Actual based on monthly MIS report</li> <li>- Appropriate counter-measures to be taken to bridge the gap</li> </ul>   |
| <b>Market</b>   | <ul style="list-style-type: none"> <li>- Develop and document business development strategies for each market within the region to meet business objectives.</li> <li>- Information about competitors activities prices, service, product updates &amp; Market Share</li> </ul>  | <ul style="list-style-type: none"> <li>- Updates on competition</li> <li>- Benchmarking of price, product, service</li> <li>- Counter strategy for beating competition</li> </ul>  |
| <b>REQUIREMENTS</b>   |  |  |
| <b>Knowledge</b>  | <ul style="list-style-type: none"> <li>Knowledge and experience of construction &amp; building material industry.</li> <li>M.S. office.</li> <li>Development of new Business</li> </ul>  | <b>(Experience- No.Of Years ) &amp; (Expected Background)</b><br><br><b>10 to 15 years.</b>  |
| <b>Skills</b>   | <ul style="list-style-type: none"> <li>Good Communications, Managerial Skills especially Planning , Negotiation skills, Leadership, Decision Making</li> </ul>   | <b>Qualification</b><br><b>B. Tech / MBA</b>   |
| <b>INTERACTION</b>  |  |  |
| <b>Internal</b>   | <b>Customers</b>   | <b>Other External</b>  |
| PLANTS, CSD, ACCOUNTS, LOGISTICS TEAM   | Builders/ Influencers  |  |