

AIS		AISFLOATHR/No.....			
Role Name	Regional Manager	Department & Location	Sales-Punjab	Level	
Role Summary	Responsible for sales of AIS Windows				
Reporting to	Sales Manager-Windows				
Role purpose	To ensure increase in sales and profitability of AIS windows.				
Document created by (Superior)					
Responsibilities Head	KRA (Key Result Areas)	KPI (Key Performance Indicators)			
Budgeting	1.Increase in market penetration of product & brand. 2.Segment wise sales target (project,retail,distributed) 3.Increase brand equity of sales team 4.Targets	1.Increase in physical area of supply(in terms of zone) 2.volume of sales of each segment (month wise) 3.To be measured against av.per sq.feet price against nearest competitor. 4.Achievemnt Vs Budget.			
Credit Control	Monthly collection target and No. of days outstanding	1.Achievement Vs target no.of days 2.control over due debtors . 3.bad debts to be controlled.			
Promotional Activities	Responsible for all BTL activities required for lead generation 1.One architect meet/quarter. 2.Bimonthly RWA Meets 3.1 Exhibition in a year 4.increase in media presence to build brand equity	1.Change in sales from enquiries generated 2.increase in sales (value) from enquiries			
Manpower Development	1. To identify and implement development initiatives for self and team in order to improve overall team capability. 2. To recruit, maintain, and develop highly motivated and productive workforce.	1. Number of trainings conducted. 2. Attrition Levels 3. Performance score			
Product Quality	1.Benchmarking our products, pricing services and Market share Vs Competitor. 2.installation quality to be assessed & improved with the successive orders	1.Gaps identified and no. of improvements initiated. 2.customer satisfaction feedback form. 3.to be measured against av.per sq feet price against nearest compititor .			
Business process Flow	Identifying gaps	Improving and standardising in business process flow			
MIS	Monthly MIS	Gaps to be identified-BudgetVsActual based on monthly MIS report			
Authorities	Authority to redress business process flow .quality claim approval under customer satisfaction .				
Job Specifications:					
Knowledge	1.Product Knowledge 2.Good Knowledge of sales process	Experience (Number of years) & Expected Background	7-12 years (MBA)		
Skills:					
Technical			Behavioral(Soft Skills)		
1.Product knowledge,2.Selling technique,3.Information on commercial dealing.			1.Manpower management,communication skills,team management.		
Any Other:					
Critical Success Factors: : To help illustrate the nature of the job description, the aspect you consider is likely to present the greatest challenge to the person performing the job. Example: 1. Market acceptance of the product feature benefit&service. 2. Increase employee retention 3. Commitment to customer satisfaction 4. Increased revenues 5.Increase market share by enlarging product visibility.					
Interaction:					
Internal			Customers		
All departments related to Installation Team,Dispatch Team.			All customers of Windows Business.		
Working Conditions:					
1.Travelling .2. Office and field job.					
Approve by line manager:		Date:	Signature:		
Reviewed By:		Date:	Signature:		