



Position Name: Area Sales Manager – West & East
Department: Sales
Grade: Asst. Manager / Manager
Vacancy: 1
Qualification: Engineer, Post Graduate / MBA
Experience: 3-5 years of experience.
Location: Mumbai
Reporting to: Regional Sales Manager

Position Requirement:

- Analytical Skill
- Good Communication Skill
- Coordination
- Strategic Planning

Purpose of Position:

- To prepare Strategies for achieving dealer wise wholesale and retail targets.
- To maintain desired segment share in the territory.
- To maintain sales processes in territory as per defined guideline

Tasks:

1. Plans & executes wholesale and retail sales target, segment share and sales contribution for the assigned territory/ dealership.
2. Prepares and monitors day wise business plan with the dealerships in line with overall region plan.
3. Recommends retails offers in the defined territory across dealer to have uniformity and promote sales.
4. Smooth implementation of dealer Excellence programme at dealership and regular monitoring of all customer satisfaction KPI's in co-ordination with network Quality manager.
5. Evaluates city wise / dealer wise sales potential and develops plans to boost sales.
6. Manages uniform sales processes across dealerships to maintain standardization and Customer experience.
7. Develops dealer marketing plan and dealership teams also in co-ordination with dealer marketing manager to generate the incremental enquiries to increase retail business and awareness in market.
8. Coordinates to handle customer's complaints / queries to have effective resolution.
9. Coordinates and ensures fund planning of dealer to procure right mix of cars and inventory to fulfil the market demand.
10. Informs on arranging periodic training session for dealership manpower.
11. Approves appointment of sales team at dealer end
12. Coordinates in development of dealer sales team for effective & consistent performance.
13. Facilitates the dealer principal to achieve set business objectives through optimum utilization resources to increase gross profit for the dealership.
14. Manages and maintains methodically SPEED process norms across dealership.
15. Maintains and reviews DMS periodically to analyze dealer performance.
16. Maintain relationships with business associates like Financers, insurance company, vendors etc.