

Area Sales Manager

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Company: Trinity Cycles India

Location: India

Category: sales-and-related

About Trinity Cycles - Trinity Cycles India is a fast-growing Bicycle & E-Cycles brand, with a range of premium and affordable products available for Men, Women & Kids. Trinity Cycles India owns and operates brands like Schnell, Keysto, Dodge & Trinix, offering a spectrum of products including MTBs, Hybrids, Road & E-Bikes to suit every need.

Role Description This is a full-time remote role for an Area Sales Manager. The Area Sales Manager will be responsible for managing the sales and distribution network, meeting

monthly/quarterly/annual sales targets, generating new business leads, analyzing market trends, developing sales strategies, and managing customer relationships. The Area Sales Manager will also be responsible for team management and training.

Locations Bihar/ Jharkhand.

Responsibilities

- Ensuring major allocation of space for Trinity Brands – Schnell, Keysto, Dodge in all retail outlets
- Monitor sales against agreed targets on regular basis and when necessary, take remedial actions so that Sales Targets are achieved
- Plan monthly visits schedule, ensuring agreed level of field visits, service & support to network partners
- Strengthening Sub Dealer network and working towards their success & profitability
- Build and execute ATL & BTL campaigns to support specific marketing objectives across different segments to bolster Product awareness, consideration & differentiation in support of our overall strategic marketing plan.
- Proven ability to identify opportunities and deliver effective strategies to generate results. Experienced in marketing planning, branding, and campaign development.
- Preparing inputs and information from databases and other sources that would help company (Trinity) win in the competitor landscape, generate stronger brand & product recall both for dealer network and customers
- Executing

Marketing Activities are executed as per defined guidelines and SLAs• Spreading Awareness on service offerings of the Company in Markets through ATL & BTL activities• Analyzing and comprehending Dealer Network requests – Enhancements in existing Cycle Offerings & New Product Development Insights of local markets• Providing industry insights and analysis, secondary research skill• Analyzing and reporting data using dashboards and reporting formats• Updating data in CRM systemsQualificationsExperience - 2 years - 5 yearsPreferred Industry - Cycles, E Bikes, Telecom, Tires, AutomobileGraduate - Any

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