

## Manager – Sales (VAT) - Canned Products

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Company: DeHaat

Location: gurgaon

Category: other-general

Job Title: Manager – Sales (VAT) - Canned Products

Location: Gurgaon

Function: Agri Output (FnV)

### About DeHaat:

DeHaat, honored by prestigious platforms like NASSCOM, Forbes, ET, Niti Aayog, and the Bill Gates Foundation, serves over 1.2 million farmers, micro-entrepreneurs, and farming businesses in Bihar, Uttar Pradesh, Odisha, Jharkhand, West Bengal, etc. With technologically advanced services and advisory, DeHaat aids in enhancing overall yield, achieving superior productivity, and profitability. Founded by alumni from top institutions like IIT Delhi, IIT Kharagpur, and IIM Ahmedabad, DeHaat is one of the most successful and trusted startups in the Agri Tech sector, backed by global investors including Omnivore, Sequoia, Prosus, and FMO. The goal is to serve over 5 million farmers by 2024.

**Purpose of the Role:** To lead the VAT sales expansion specifically for canned products in the respective geography.

### Key Responsibilities:

Develop annual unit and gross-profit plans by implementing marketing strategies and analyzing trends.

Establish sales objectives, quotas, and projections for regions and territories.

Implement national sales programs and field sales action plans.

Maintain sales volume, product mix, and pricing by staying updated with market dynamics and competitors.

Handle B2B sales focusing on canned products.

Contribute to team efforts to achieve targets and align with company strategies.

Empanel new customers, distributors, and institutional clients.

Meet with customers to understand their evolving needs and assess the quality of relationships.

Develop and implement new sales initiatives and strategies targeting key demographics.

Provide sales support to direct accounts and distribution partners.

Continuously develop knowledge of the business climate, applications, and competition.

Develop, maintain, and execute a territory plan.

Manage distribution channels, evaluate performance, and resolve conflicts.

Maintain accurate records of partners, accounts, and activities.

Prepare necessary reports.

Qualifications:

Key Skills:

Proficiency in sales and sales administration processes.

Strong understanding of B2B sales.

Exceptional leadership, communication, and negotiation skills.

Effective presentation skills.

Ability to manage and lead a team.

Strong decision-making ability and relationship-building skills.

Excellent business acumen.

Attitude:

Self-motivated, aggressive, and sincere.

Positive approach to problem-solving.

Committed to achieving sales targets.

Dynamic and exploratory.

Educational Level:

Graduation in any specialization.

Post-Graduation (Preferable) - PGDM/MBA in Marketing or Sales Management.

Working Experience:

10 to 15 years of sales experience in an FMCG company.

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