

Regional Key accounts Manager

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Company: Erba Mannheim

Location: India

Category: other-general

Regional Key accounts Manager

Experience 5 - 8 years of Key A/c business in IVD industry experience

Functional Area Sales

Qualification: BE/ B.Tech / B.Sc. / M.Sc / B.Pharma / Diploma

Work Location : Delhi, Varanasi, Gurgaon, Jalandhar, Chandigarh, Vijayawada, Chennai, Coimbatore, Ahmedabad, Mumbai

Job Description 1. Responsible for existing and new Key account sales & business development at Zonal level.

2. Responsible for Key accounts management and Customer Relationship Management,

3. Key Customer Satisfaction & Retention

4. Forecasting monthly/ annual sales targets, & executing them in a given time-frame with accountability of profitability.

5. Analyzing growth of key chains vis-a-vis our share in the Product category turnover and thereby provide corrective action plan for growth.

6. Strategically aligning with Zonal team and cascading the learning to the Zone & devising business growth accordingly.

7. Periodic Review with the key Accounts.

8. Creation and implementation of innovative promotions.

9. To promote the assigned products to customers at the defined frequency

10. To generate leads & converting leads into sales

11. To coordinate with Customers, Credit Control Team and relevant department for timely /

outstanding payment collection

12. To build effective rapport with key stake holders of govt. business / institutions
13. To comply with companys systems and processes
14. To effectively negotiate and successfully close deals
15. To study market trends and products, competitive scenario, report to Seniors
16. To prepare Daily Call reports, update attendance, capture product complaints, capture opportunities on TAB
17. To support in Road Shows, CMEs and Product Demonstrations
18. To regularly update technical knowledge and selling skills

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