

## Territory Sales Manager

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Company: UPL

Location: india

Category: other-general

JOB DESCRIPTION  
JOB TITLE : Territory Sales Manager  
DEPARTMENT : Sales & Field Marketing  
POSITION REPORTING TO Zonal Sales Manager  
OBJECTIVE :To achieve the organizational objectives to grow domestic sales and market share in respective districts from the territory. Ensure overall territory business is achieved  
JOB RESPONSIBILITIES : To achieve the annual objectives – Sales, Receivables and Gross Contribution. To be within spend budgets – Traveling and Sales Promotion.To adhere to the Business policy Guidelines – Written Indents / Stock receipt acknowledgements, Quarterly balance confirmations, Leaky / Damage claims. Implementation of National / Zonal / Regional strategy – Product specific strategies at the territory level. To handle the “Channel” effectively – Placement and Liquidations. To recruit and train right FO’s.To plan and monitor the campaigns and submit the review reports – Demos, Farmer meets and Liquidation. To participate in Market Development activities – Demos, farmer meets and to develop testimonials from the satisfied farmers. To maintain the data base of Dealers, Farmers and Villages. To develop personal contacts with the progressive farmers. To maintain good relation with trade partners. Liaison with Department of Agriculture and University Scientists. To issue the Principal certificates timely and maintaining a record.Effective utilization of Sales Promo Inputs – Demo Samples, Handbills, Posters, Banners and POPs. Identifying the progressive farmers / potential village for Model Plot and to maintain Model plot effectively till Filed day / harvesting / Yield data generation. Obtaining the Indents / UC (Utilization certificates) from Department / Nodal agencies for Govt / Subsidy business. To submit timely Inter party stock transfers in case of Seeds. Timely submission of TES and Promo Claims to

ZSM. To have a structured "Territory Profile" – Sale, Dealers, Farmers, Village, Competition, Market size particulars. To have SWOT analysis for self, Company, Market, Distribution. To prepare the short and long term goals for the territory Market Intelligence and Market Knowledge of the territory. KNOWLEDGE SKILLS ATTITUDE/ MOTIVES/ BEHAVIOURAL TRAITS JOB REQUIREMENTS Knowledge of : - Agricultural Sciences - Crop Agronomy - Pests and diseases control methods- Farmers psychology - Local language Planning & Organizing Integrity EDUCATION : Problem solving Proactive Essential Qualifications (Must possess): Customer relations Team working B.SC (Agri)-Geographical knowledge of the area Timelines Desirable (Preferred qualifications) : -Market intelligence (knowledge of competitors activities) Interpersonal relationships Customer orientation RELEVANT EXPERIENCE Minimum years : -An understanding of dealers behavior 2-5 years NATURE OF CONTACT INTERNAL CUSTOMERS\* EXTERNAL CUSTOMERS\*\* ANY OTHER SPECIFIC Exchanging information REQUIREMENT : Answering queries Extensive travelling Dealing with complaints Persuading or influencing for action Working and staying in rural environment Negotiating Any other : \*

Internal customers : Team members, colleagues, senior colleagues within and outside your department. \*\* External customers : Customers, clients, suppliers, business associates, public agencies etc.

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