

## **Sales Manager**

### **Introduction:**

A sales manager guides a team of sales representatives to drive sales for the company. With the agenda of building brand awareness of **Chem-Tech Water & Instruments products**, while increasing the profit margin, the role of a sales manager involves being up-to-date with the latest sales trends. By hiring and motivating a well-balanced sales team, sales manager train other sales representatives to close deals and win clients. The role of a sales manager is specific to the clientele in a pan India location. We are looking for someone who can easily adapt to a new environment, and who has a successful track record of closing sales. The ability to inspire and motivate is a must. By building an efficient and productive team, the role of a sales manager involves proficiency in an assortment of skills including communication, negotiation and problem-solving.

### **Objectives of this role:**

- Increase business opportunities by implementing the right sales strategies
- Establish and cater to a customer base keeping in mind the basic sales manager roles and responsibilities
- Prepare sales plans as per the overall mission, vision and ethos of the company
- Build brand awareness specifically for a pan India as a sales manager
- Review, improvise and update sales policies and strategies as and when the situation arises, keeping in mind the scope of the company
- Meet and exceed the ROIs and KPIs through effective sales performances

### **Responsibilities:**

- Handles, generate new enquiries, queries, revenues
- Lead and close sales within pan India, as a sr. sales manager
- Review sales data and statistics and provide relevant reports to the management
- Identify gaps within a pan India and explore methods to bridge these gaps through sales strategies
- Make sales pitches and presentations to existing and prospective clients as a key sales manager
- Work in close collaboration with the sales team and sales managers
- Guide a team of sales representatives to meet the sales targets set by the company
- Provide the right training & guidance to the sales team by acting as a training sales manager
- Foster a strong relationship with existing and potential clients, and resolve any customer queries that come by
- Utilise different modes and channels of communication to reach the target audience effectively
- Monitor the performance of the sales reps and tweak the sales strategies to achieve sales targets

**Required skills and qualifications:**

- Proven experience working as a sales manager or a field sales manager in Industrial products sector.
- Technical knowledge of Industrial Products like, Water Flow Meter, Electromagnetic Flow Meter, Air Flow Meter, Dew Point Meter & Other Measuring Instruments, Emission Monitoring etc.
- Track record of meeting and exceeding sales targets
- Outstanding written, oral and interpersonal skills
- Excellent leadership and motivational skills

**Preferred skills and qualifications:**

- Bachelor's degree in Instrumentation and Control Eng., Electronics and Communication or a similar field
- 10-20 years' experience with common industries is a big plus for a prospective sales manager
- Willingness to travel on the job when the situation demands it (PAN India)