

Job Description

Position Title: Regional Manager

Grade: Mid-Senior/ Junior

Company: Stecol International Pvt Ltd

Location: Kerala

1. ACCOUNTABILITIES

- Relevant experience in steel industry- TMT bars
- Will be responsible for driving business development for the region and will be reporting to the zonal Head/ National Sales Head
- Establish sales objectives by forecasting and developing annual sales quotas for regions and territories and projecting expected sales volumes and profit for existing and new products
- Maintains sales volume by tracking changing trends, economic indicators, competitors and supply and demand.
- Prepare monthly, quarterly and annual sales forecasts
- Identify new potential customers and new market opportunities
- Supervises regional sales, Negotiate and close agreements with customers
- Liaise with Marketing and Product Development departments to ensure brand consistency
- Meeting with new Traders and consumers in respective regions
- Applying for approval of Essar TMT in projects in respective regions
- Arranging for customers Plant visit and follow up for approval
- Tying up with new distributors and Dealers across the region.
- Accompanying customer's quality team and project managers to plant as and when inspection is required.
- Co-coordinating with finance team for approval of Bank Guarantee for some customers.
- Networking in the region
- Supervises regional sales, Negotiate and close agreements with customers
- Co-ordinating with finance team for approval of Bank Guarantee for some customers.
- Networking in the region
- Coordinating with customers and Operation team for smooth dispatches
- Sales and Business Development

2. KEY DECISIONS

Made by Jobholder:

- Enhancing sales and networking in the region
- Taping the right dealer & Customers
- Creating brand value in the region

3. INTERACTIONS

- With all the respective departments of the Organisation
- Major interactions with sales team, logistics team & quality team

External Interactions:

- Interactions with Dealers and vendors
- Interaction with respective SPOC person /representatives of the parties

4. SKILLS & KNOWLEDGE

Educational Qualifications & Certifications:

- Bachelor's degree in Sales, Business Administration or relevant field
- Proven work experience as Regional Manager/Sales Manager

Total Years of Experience:

- **Total Experience:** 3-10 years

Functional Skills:

- Candidate should be conversant with local Language (any knowledge of additional language will be a benefit)
- Should be aware of the regional market
- Expanding Network with dealers and customers

Behavioural Skills:

- Ability to lead and work with the team
- Interpersonal ability
- Customer focus
- Result & quality orientation