

Job Description: State Head - Sales

Location: Haryana

Experience: 15-20 years in Distribution/Trade/Retail sales, with a minimum of 6 years in a leadership role within the state.

Industry: Fast Moving Electrical Goods (Modular Switches/Wiring Accessories/MCB & DB/House Wires/LED Lighting/Fans, etc.)

Key Responsibilities:

- Develop and execute business plans to drive sales and achieve revenue targets within the state.
- Lead and manage a team of sales professionals, providing guidance, training, and performance evaluations.
- Identify and cultivate relationships with key electrical dealers, distributors, and stakeholders in the region.
- Monitor primary, secondary, and tertiary sales channels, implementing strategies to optimize sales performance.
- Oversee credit control processes and ensure timely payments from dealers.
- Develop and implement sales promotion and incentive schemes to stimulate demand and drive sales growth.
- Collaborate with marketing teams to align promotional activities with sales objectives.
- Conduct sales promotion programs and events as needed.
- Possess knowledge of electrical products and familiarity with electrician working practices.
- Demonstrate proficiency in basic mathematics and discount calculations.

Skills and Qualifications:

- Bachelor's degree in Business Administration, Marketing, or related field (MBA preferred).
- Proven track record in sales leadership roles within the electrical goods industry.
- Strong understanding of distribution channels and market dynamics.
- Excellent communication, negotiation, and interpersonal skills.
- Ability to analyze sales data and market trends to develop effective strategies.
- Proficiency in MS Office and CRM software.
- Willingness to travel within the state and occasionally nationally as required.