



CENTRE FOR MANAGEMENT DEVELOPMENT

NOTIFICATION

No.CMD/GOG/01/2022

30.11.2022

The Centre for Management Development (CMD) on behalf of a reputed Government Organisation, invites application from qualified and competent candidates for the post of **Area Sales Manager, Sales Officers and Territory Sales In-charge**. **The initial tenure of appointment will be for one year.**

Interested candidates may apply ONLINE through the website of Centre for Management Development (CMD), Thiruvananthapuram (www.kcmd.in) by satisfying themselves with the terms and conditions of this recruitment.

Schedule of Events:

Start date for submitting online application: 02/12/2022 (10.00 AM)

Last Date for submitting online application: 16/12/2022 (05.00 PM)

The details of the posts are given below:

Name of Post	Eligibility Criteria	Salary	No. of Vacancies	Upper Age Limit (as on 01-12-2022)	Location
Area Sales Manager (ASM)	<ul style="list-style-type: none">• .MBA graduate with minimum experience of 7 years in FMCG sales• Excellent sales and negotiation skills• Proven track record of meeting sales quotas• Proficient in all Microsoft Office applications• Excellent management, leadership and organisational skills• Strong analytical and problem solving skills• Outstanding negotiation and consultative sales skills• Excellent verbal and written communication skills• Ability to interact effectively with employees at all levels of the organisation• Ability to be flexible and adaptable in a fast-paced environment.	Rs.7.5 to 8.4 lakhs CTC+TA/DA+ Incentives	1	45 Years	Kerala

Name of Post	Eligibility Criteria	Salary	No. of Vacancies	Upper Age Limit (as on 01-12-2022)	Location
Sales Officers (SO)	<ul style="list-style-type: none"> • Must be a MBA graduate • They should also have at least 5 years of experience in FMCG sales • Excellent sales and negotiation skills • Provide on-the-ground support for sales associates as they generate leads and close new deals • Sell to existing and potential direct accounts as well as provide sales support to distribution partners to participate in closing and order or to facilitate and add value to the selling process • Continually assess current business distribution channels, develop and evaluate their performance and manage conflict ensuring alignment with territory plans • Effective decision making and problem-solving skills and excellent verbal and written communication skills • Ability to demonstrate initiative and work well in a fast –paced environment 	Rs.3.5 to 4.8 lakhs CTC+TA/DA+ Incentives	2	35 Years	South & North Kerala
Territory Sales in-charge (TSI)	<ul style="list-style-type: none"> • The candidate must be a MBA graduate or a graduate in Dairy Technology/Food Technology • They should also have at least 2 years of experience in selling FMCG products • Aptitude to work in a fast-paced organisation with active listening, negotiation, facilitation and reasoning skills • Only individuals who are fluent in English & Malayalam language should apply • Should be willing to travel • Should be highly active and focussed to bring sales to the company • Must have a two wheeler 	Rs.2.5 to 3 lakhs CTC+TA/DA+ Incentives	14	28 Years	Across Kerala

The **Roles and Responsibilities** of the posts are given below:

I. Area Sales Manager (ASM)

- Managing, training and providing overall guidance to the sales team of an assigned territory
- Setting reasonable sales targets to be achieved by the sales team
- Monitoring the performance of the sales team and motivating members to meet or exceed sales targets

- Establish sales objectives by forecasting and developing annual sales quotas for regions and territories, projecting expected sales volume and profit for existing and new products
- Maintain sales volume, product mix by keeping current with supply and demand, changing trends, economic indicators and competitors
- Manage, develop, coach, control and motivate the sales force to develop their skill to ensure that a high professional standard is achieved and monthly sales target and KPI targets are met.
- Assess the strengths and weaknesses of the sales team and manage the sales program accordingly
- Developing and sustaining long-term relationships with Modern Trade and Key Accounts
- Implementing a sales management process to assist the sales team in identifying and prioritizing key customers and prospects

II. Sales Officer (SO)

- Developing sales strategies and plans to achieve sales and profit goals by leading, developing and motivating sales associates
- Providing ongoing training, motivation and development of sales team to ensure that sales and profits are effectively managed and maintained
- Meeting or exceeding targeted sales quotas and productivity standards
- Providing consistent and motivated leadership and direction to all staff and team members
- Building strong relationships with key accounts
- Build a strong pipeline and ensure accurate sales forecasting and account planning
- Coordinating with other teams to ensure smooth delivery of products and services
- Prepare regular reports and participate in regular meetings to review performance
- Analysing market trends and competitor's activities and formulating strategies to respond to these
- Travelling to potential and existing customers within an assigned sales area to present company offerings and build brand awareness

III. Territory Sales In-charge (TSI)

- The candidate will be responsible for Sales & Distribution function for a range of value added products.
- Directly responsible for achieving the revenue targets for the territory
- Build, lead and manage the distributor sales team for achievement of revenue targets
- Manage distributors and ensure supply of our products in both rural and urban areas
- Capable of managing both GT and MT distribution
- Introduction and appointment of new Distributor
- Ensure Timely and Accurate MIS Reporting

- Conduct periodic distributor review on the Progress of Business, Weekly, Monthly, Quarterly, and on.

Selection Methodology

The applications will be subjected to a scrutiny based on the details provided by the candidate, and a list of candidates eligible for the test/proficiency assessment will be prepared. A shortlist of the candidates who qualify the test/assessment will be prepared, and those candidates will have to appear for an interview. The appointment of candidates will be based on the performance in the test/assessment and interview subject to the fulfilment of other eligibility criteria, as per the norms prescribed by the Organisation.

Instructions for Scanning of Photograph & Signature

- Scan the latest photograph of the candidate and upload the same in the space provided in the online application [scanned image shall be less than 200 kB in *.JPG format only].
- Candidate shall make his/her signature on a white paper, scan the same and upload it in the space provided in the online application [scanned image shall be less than 50 kB in *.JPG format only].
- The candidate has to scan his/her full signature, since the signature is proof of identity, it must be genuine and in full: initials are not sufficient. Signature in CAPITAL LETTERS is not permitted. The signature must be signed only by the candidate and may not by any other person.
- The candidate has to scan and upload CV (in *.PDF format) and all other relevant documents for proof of age, caste, educational qualification and experience in the space provided in the online application [each scanned image shall be less than 3 MB in *.JPG format only].

General Instructions

- The applicants are required to go through the detailed notification carefully and decide themselves about their eligibility for this recruitment before applying online.
- The Organisation shall not be responsible for any discrepancy in submitting the online application.
- Applicants must compulsorily fill-up all relevant fields of the Online application.
- Incomplete/incorrect application form will be summarily rejected. The Organisation under any circumstances will not entertain the information, if any, furnished by the candidate subsequently. Applicants should be careful in filling-up the application form at the time of submission. If any lapse is detected during the scrutiny, the candidature will be rejected even though he/she comes through the final stage of recruitment process or even at a later stage.

- The applicant should not furnish any false, tampered, fabricated information or suppress any material information while filling up the application form. If the particulars furnished in the Online application form do not tally with the Original documents produced by the Candidate, his/her candidature will be rejected.
- The Organisation reserves the right to fill or not fill the posts advertised.
- Applicants should have a valid personal email ID and mobile no., which should be kept active till the completion of this Recruitment Process. CMD may send intimation to download call letters for written test/proficiency assessment/interview through the registered e-mail ID. In case a candidate does not have a valid personal e-mail ID, he/she should create his/her new e-mail ID and mobile no. before applying online and must maintain that email account and mobile number.
- The copy of the Appointment letters, Salary Certificates, pay slip etc. will not be accepted in lieu of work experience certificate.

Authorised Signatory