



Job Description: Sales Manager

i. General Information	
Role: Sales Manager	Department: Sales
Region: International/India	Job Grade/Level: Deputy Manager / Assistant Manager
Functional Reporting: Sales head	Administrative Reporting: Sales head
ii. Job Objective	
<p>Understand the customer needs in the target market and offer competitive products from our product portfolio. Support our business development, sales, and relationship management initiative to ensure growth in sustainable revenues and number of satisfied customers. Develop yourself as a strong team member within sales team to ensure customer satisfaction and growth in market share.</p>	
iii. Key Responsibility Areas	
Execution	<ul style="list-style-type: none"> Formulate and implement a strategy for enhancing market penetration to increase the business volume Derive insights from Market research, competitor's products information to initiate actions to support our sales strategy Own and maintain Sales funnel of the respective region/market. Create, execute and monitor Annual Sales Forecast and budget plan for the region. Ensure sales growth targets and profitability are achieved Increase brand awareness in the Market/Region through client visits, presentations, exhibitions, tradeshow, and business meets. Participate in defence & aerospace seminars and exhibitions Develop and build relationships with the Clients/Agents and specifically with end users like defense/army vertical of the respective region Understand and Analyze client's product requirements, needs, compare them with our standard product offerings and accordingly propose specifications Collaborate with technical team to convey and formulate desired technical specification based on client requirements Keep track of new products and latest/upcoming technologies in the market and transfer the information to technical team for future product enhancements/development Identify upcoming tenders, and take lead on the bid preparation for these projects, including specification, cost estimation and insights required for tender participation decision Prepare bid participation strategy and plan with timeline for key activities Communicate the tender participation plan with relevant stakeholders for effective collaboration and support Attend pre bid meetings to ensure clarification on queries, document and communicate the outcome Attend bid opening meeting, document and communicate the outcome Review and approve closure report of an opportunity with appropriate reason and analysis on CRM Track trend of regional sales KPI on regular basis and initiate actions to improve overall sales performance Build strong relationship with Channel Partners to ensure growth in leads generation and conversion Manage activities required to ensure successful Pre Delivery Inspection

	<ul style="list-style-type: none"> Oversee and Manage post order management activities like status of production, delivery schedule and shipment Become a strong liaison partner between customer and technical team to efficiently manage customer complaints and feedbacks ensuring customer satisfaction
Coordination & Reporting	<ul style="list-style-type: none"> Collaborate with technical team on regular basis to understand New Product Development/New Product Features Co ordinate with planning team to understand if we can meet delivery period as required by the customer Present monthly/quarterly regional Sales Performance report to the Sales Head during sales review meeting Present Sales Forecast and Business Development Plan to Sales Head
Development	<ul style="list-style-type: none"> Prepare training and development plan for sales team to build sales expertise Attend training sessions to build product knowledge Help in developing content for product documentation, brochures etc. Share insights of market studies, research, and competition analysis with concerned stakeholders Keep yourself updated with latest trends and technologies in the market

iv. Key Performance Indicators

Win Rate	The ratio of total number of opportunities closed as won to total number of opportunities participated in a given period
Participation Rate	The ratio of total number of opportunities participated to total number of opportunities created in a given period
Qualification Rate	The ratio of total number of pre info qualified into opportunities to total number of pre info created in a given period
Revenue (Sales) Generated	Total of actual contract value of opportunities won in a given period
Average Ticket Size	The average of actual contract value in USD for all the opportunities closed as won in a given period

v. Stakeholder Interactions

Type of interaction	Interaction with	Nature of interaction
Internal	Product Engineering	Work closely to ensure customer requirements /specifications are accurately translated into desire product specifications / feature
Internal	Planning	Work closely with planning to ensure right delivery period is committed to the customer
Internal	Commercial & Legal	Work closely to understand Risks involved and possible mitigation plan
Internal	Manufacturing & Quality	Collaborate to ensure successful Pre Delivery Inspection, Order dispatch
External	Channel Partner	Work closely to understand market situation and needs of the potential client

vi. Job Specifications

Qualification	Min. qualification required	Bachelors in Mechanical/Electronics & Communication/Any and/or Master's degree in Marketing /Sales (MBA will be preferred)
	Other desired qualifications	Prior experience of working with defence, government departments and agencies

Relevant Experience	Min. no. of years of relevant experience required	8 to 12 years of overall experience, with 6 to 8 years in similar role
Knowledge and Skills Required		<ul style="list-style-type: none">• Active listening, Effective communication, and interpersonal skills• Analytical and Critical thinking skills• Leadership, Delegation and Negotiations skills• Coaching and mentoring skills• MS Office (Word, Excel, PowerPoint), MS Project