



JOB DESCRIPTION

Position/Designation : Deputy VP/ VP - Sales	
Department/function : Marketing, Sales & Customer Care	Sub function : Sales
Location : Dombivli	Reports To : Executive Vice President - Sales
Peer To: :	Direct Reports : <input type="checkbox"/> Yes <input type="checkbox"/> No

Job Purpose

To delineate the job description and key deliverables for Sales for specific projects in the Dombivli region.

Job Duties and Responsibilities

- To ensure Sales of allocated projects (Residential) in the Dombivli region.
- Deliver targeted top line as per business plan by ensuring targeted sales volumes at approved price levels
- To activate and coordinate the different streams of business so as to ensure regular, predictable business
- To create and develop alternate channels for increasing width and depth of distribution pipelines

Accountabilities and Activities

1. To ensure that the project under direct supervision delivers targeted sales numbers as per annual sales plan
2. To create a strong and motivated Sales Leaders within the Team for harnessing sales opportunities in allocated streams
3. To create quality leads by developing direct as well as nontraditional channels
4. To provide leadership / guidance to the team leaders for achievement of sales targets
5. To ensure site upkeep by taking full ownership and enable superior levels of customer experience at sales sites
6. To monitor sales team performance on a daily / weekly / monthly basis
7. To develop, nurture channel partners and deliver significant throughput from the same
8. To keep abreast with relevant competition and their activities including price movements, construction activity, other sensitive information and present the same periodically
9. To manage price ladders, strategic pricing to maximise revenues and control supply
10. To liaison with various departments to get deeper product knowledge and percolate the same to the team
11. To arrange for training sessions whenever required on product and on the other facets that will ensure a more capable team
12. To develop the innovative ways of selling and braodbasing the creation of sales opportunity
13. To guide the MARCOM team on the various mediums to be used for an effective outreach

Interactions

- **Internal Interactions**
Marketing, Sales & Customer Care Teams



JOB DESCRIPTION

- **External Interactions**
Brokers, IPCs, Financial Institutions

Competencies

- Leadership Skills
- People Management Skills
- Networking Skills
- Strong communication & personality
- Aggressive

Job Requirements

Educational Qualification : MBA/PG

Work Experience : 9-12yrs

Special Requirements :

1. Should have been in team leadership roles encapsulating the conceptualization of ideas and devising strategies to implement them.
2. Must have handled large product launches directly or monitored the same for multiple cities.
3. Should have had targets for top line and profitability.
4. Experience in handling of large geographies (States or Multiple cities)