SALES EXECUTIVE

1. Achieving sales targets

* Receive targets from ASMs
* Start appointing new agents by:
  + Identifying the agents in the area allotted
  + Counting the number of shops in the area and classifying them into tea shops, hotels, restaurants etc
  + Identify potential of milk sales
  + Approach milk agent and fix appointments
  + Get to know which brands are being sold and convince the agent to take up the Dodla brand
  + Talk about the incentives and commission and convince the agent
  + Get the form filled from the agent for agreement and take security deposit of Rs. 2000

2. Ensure 100% collections of cash and tubs

* Meet cashier, identify the balance amounts to be paid by agents
* Visit agent and collect payment
* If the issue is not solved, then escalate matters to ASMs

3. Covering uncovered areas

* Identify new routes on the areas assigned and also new areas; communicate the same to ASMs
* Accompany ASMs on visit to new area
* Identify new agents, call them for a meeting and explain:
  + The company history
  + The products sold and the kind of quality offered
  + The incentives an agent would get on the sales of the milk
* Follow up with all agents interested in selling the milk
* Take orders, forward to dispatcher
* Handling institutional sales
  + Visit large institutions like colleges, schools, hospitals, banks and hotels with the ASM
  + Fix up meetings with the Purchase Manager/Purchase In-charge
  + Explain the history of the company
  + The quality of milk offered
  + The discounts offered for bulk buying
  + Convince the purchase manager to order bulk requirements
  + Discuss mode of payment and explain about our cash collection systems

4. Business Development/Sales Promotions

* Communicate all new schemes offered by the company to agents
* Keep track of competitor promotional activities, inform the ASMs of the same
* Convince shops/agents to put up banners, boards, paintings etc to be put at the shops

5. Daily reports

* Check collection sheet
* Prepare DSRs
* Discuss issues with ASMs
* Prepare monthly reports

**Desired Candidates details**

* Preferably from FMCG or Dairy Industry
* Good Marketing Skills

**Education : Any Graduate**

**Salary : Negotiable**