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**