

**Position:** **Regional Head**

**Location:** Northern Region

**Salary:** As per Company Standard

## **RESPONSIBILITIES**

- Monitoring & responsible to boost up the food business in Entire Northern Region (Delhi, Noida, NCR, Uttarakhand, Rajasthan, Punjab, Haryana, Lucknow etc.) & any other area as company deem fit.
- In charge of the entire retail & institutional business of the Northern Region.
- Leading entire sales team of the Region by providing guidance, training and mentorship, setting sales quotas and goals, creating sales plans, analyzing data, assigning sales territories and building their team.
- Create regional sales plans in alignment with business objectives
- Projecting expected sales volume and profit for existing and new products.
- Responsible for achieving sales target through strategic & effective business planning, setting sales goals, analyzing data on past performance, and projecting future performance.
- Completes sales operational requirements by following up on work results.
- Setting objectives, regular training, coaching, motivate and monitor performance of the entire team to ensure that assigned tasks and responsibilities are fulfilled
- Influence present and future products by determining and evaluating current and future market trends.
- Review the annual performance and develop annual marketing plans / budget for all product groups as a contribution to the corporate planning / budgeting.
- Make a monthly & annual performance report by analyzing marketing activities and variances, and initiating corrective actions.
- Meeting potential customers and grow long-lasting relationships by understanding the prospects for new business through their needs
- Perform research and identify new potential customers and new market opportunities
- Engaged in new hiring & interviewing potential resource for the Organization as deem fit.
- Preparing daily/weekly/monthly sales report
- Provide feedback to management on marketing information / response/new product launches
- Abide by Company policy & procedure

**Industry:** **FMCG / Foods / Beverage. Frozen and Chilled Food Industry only**

**Functional Area:** HoReCa & Institutional Sales, FMCG, Retail, Modern Trade,

**Role Category:** Senior Level

**QUALIFICATION, EXPERIENCE & REQUIREMENTS:**

Excellent verbal & written communication in English with 1 local language (preferable)

The ability to work under pressure and to meet team target / deadlines

Have direct contacts with distributors, hotels, retail outlets etc.

Willing to travel as & when required.

**DESIRED SKILLS:**

Meeting Sales Goals, Motivation for Sales, Territory Management, Presentation Skills, Performance Management, Building Relationships, Emphasizing Excellence, Negotiation, Results Driven, Sales Planning, Managing Profitability

**DESIRED EXPERIENCE:**

Worked as a Sales Head /Regional Sales Manager

Minimum 10 - 12 years of experience in Chilled / Frozen Food / Meat Industry.

**QUALIFICATION:**

A University Degree holder

Graduation / Post-graduation/MBA in Marketing

**Reporting to: Director of Sales & Marketing**