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| **JOB DESCRIPTION** |
| 1. **JOB DETAILS**
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| **Job Title** | **Area Development Executive** |
| **Function** | Sales | **Location** |  |
| **Direct Reporting to:** | Regional Sales Manager | **Matrix Reporting to:** |  |
| Vision India is a Business Conglomerate having three business verticals - Staffing, Rural BPO & Advisory Services. With 32000 Associate base and 150 Indian, MNC and Government of India/ State(s) entities proudly listed in our clientele, we offer an assurance of proven credentials in the Staffing domain with a range of Organizations in India, South East Asia and Middle East. We wear ISO 9001, ISO 21001:2018, ISO 10002, ISO 14001, ISO/ IEC 20000, ISO 27001 and OHSAS 18001 Certifications and sustain unwavering focus on delivering quality services to our Clients enabling them to achieve Business Goals with cost efficacy. It has been growing top line consistently over the last many years. It stands proudly at Rs. 170 Crore of Revenue for the year 2019-20. Recording growths close to 50% YoY over the last couple of years. Its poised for much sharper top line growth in the ensuing years on the back of huge projects commissioned in 2020-21 as well as strong fundamentals on staffing side.  |
| 1. **JOB PURPOSE**
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| The role holder will be responsible to translate the Town / Region wise / category wise / brand wise AOPs at the town level execution plans by coordinating with Regional Sales Manager. The incumbent will work with the Influencers to generate demand / leads for the products and drive fulfillment as per the plan.

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| 1. **KEY RESPONSIBILITIES**
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| * Rolling out and implementing the AOP for Consumer, Dealer and influencer activation for implementation across various distribution channels through which products are sold.
* Responsible for executing micromarketing activities at identified Key Accounts, and adherence to SOP for visibility & merchandising elements to be put up at Key Accounts.
* Responsible for executing brand-wise marketing innovations at a town level on a monthly basis (or as applicable) and monitoring execution thru the fulfillment team.
* Competitor activity & trend tracking in co-ordination with sales team & reporting the same on a monthly basis.
* Executing loyalty programs for influencers and enrolment of influencers in the same.
* Lead generation funnel for a healthy customer pipeline.
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| 1. **KEY PERFORMANCE INDICATORS**
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| **Measurable Deliverables**  | Lead generation from the Target Influencer sectorsTertiary Volume & ValueKey retailer activations and retentionPrimary/Secondary sales through reach of distribution in the influencer segment  |
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| **V. QUALIFICATIONS, CERTIFICATIONS AND EXPERIENCE** | Primary/Secondary sales through reach of distribution (volume and value) |
| **Minimum Qualifications** | Graduate / Under Graduate |
| **Specific experience** | Around 1+ years’ experience in Sales/ Demand Generation |
| **Overall experience** | Same as above/Knowledge of local market |
| **Target Companies** | Ply board/ Lighting industry/ Paints industry / Sanitary / Electrical Fixtures / Tiles |
| **VI. KEY INTERACTIONS**  |
| **Key Internal Contacts**  | **Nature or purpose of interaction** |
|  |  |
| * **Key External Contacts**
 | **Nature or purpose of interaction** |
| * Customers / Influencers
 | Connect & engage for creation of demand |

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