

**JOB DESCRIPTION****I. JOB DETAILS**

<b>Job Title</b>	<b>Territory Sales Incharge</b>		
<b>Function</b>	<b>Sales &amp; Marketing</b>	<b>Location</b>	Aligarh, Ayodhya, Azamgarh, Bareilly, Basti, Chitrakoot, Gonda, Gorakhpur, Jhansi, Kanpur, Lucknow, Meerut, Mirzapur
<b>Openings</b>	<b>15</b>		

**Brief Introduction:** Over five decades of helping India sleep better, we started the modern mattress revolution in the country. In the process we have learnt about every sleeping style, and individual definitions of comfort. And developed products to match each one.

Through our innovation breakthroughs, we are committed to design/craft personalized sleep solutions to the generations of our delighted customers.

Made in 100,000 square feet of advanced factories—just for you, Sleepwell is a market leader offering a pan-India distribution and manufacturing network, a diverse product portfolio, and robust R&D capabilities.

**I. Key Responsibilities**

1. Develop/Manage/Grow key accounts as per plan.
2. Achieving Sales Targets (Volume as well as Product Mix) through Distributor/Dealer Channel (Secondary and Primary Sales)
3. Reach and depth of distribution through effective servicing of beat plans
4. Dealer engagement through BTL activities/Carpenter Meets/Polisher meets
5. Maintaining detailed knowledge of the company's products or services and keeping abreast of competition activity
6. Preparing and presenting proposals and bids by using all standard processes, procedures, and templates (Applicable for Project Sales)
7. Tracking latest market trend and competitor activities and providing inputs for fine-tuning the selling and the marketing strategies.
8. Ensure brand visibility at all retailer touch points
9. Timely submission of daily activity reports to the reporting manager
10. Effective Inventory management at distributor/retailer point in line with company norms.

**\*Rural market to be focused.**

**\*Own vehicle is must**

**II. QUALIFICATIONS, CERTIFICATIONS AND EXPERIENCE**

<b>Minimum Qualifications</b>	<ul style="list-style-type: none"><li>• Any Graduate, Any Postgraduate</li></ul>
<b>Specific experience</b>	<ul style="list-style-type: none"><li>• Any Graduate - Minimum 5 years of experience in Channel, Distribution, B2B sales</li><li>• Any Postgraduate - Minimum 2 years of experience in Channel, Distribution, B2B sales, Primary Sales</li></ul>
<b>Age</b>	<ul style="list-style-type: none"><li>• 25 -35</li></ul>
<b>Preferred Industry</b>	<ul style="list-style-type: none"><li>• Paint, Ceramic, Tiles, Adhesive, Tyre, Rubber, Electronics Appliances, Cable Industry</li></ul>