



JOB DESCRIPTION			
FOR POSITION OF – AREA SALES MANAGER -FOOD & BLENDS			
Reporting to:	NSM- Food & Blends		Location: Hyderabad
Role Purpose			
The Area Sales Manager for Food & Blend is responsible for driving sales and development initiatives in the south region Andhra Pradesh and Telangana. The primary goal is to achieve revenue targets, expand market share, and foster sustainable relationships within the specified geographical area.			
Work Scope		Key Accountabilities/ Responsibilities	
Job Contents		<ul style="list-style-type: none"> Develop and implement strategic sales plans to meet and exceed sales targets. Identify new business opportunities and areas for market expansion. Build and maintain strong relationships with key customers and distributors. Lead and mentor the sales team to optimize their performance. Monitor market trends, competitor activities, and customer preferences. Collaborate with marketing teams to execute effective promotional campaigns. Ensure timely and accurate reporting of sales activities and results. 	
Key Interactions			
Internal		Nature	
Marketing		Coordinate for collateral	
Sales		Pending payments, sales report, and other departmental activities	
All other department		Administrative work	
External		Nature	
Customers		Coordination with respect to generating revenue for designated territory	
Govt bodies		Dealing with local govt bodies if required	
Key Dimensions			
Team		<ul style="list-style-type: none"> This will be Individual contributor role. 	
Role Requirements			
Educational Qualifications		<ul style="list-style-type: none"> Postgraduate degree, preferably in life sciences. Computer and soft skills must be strong. Should be fluent in both verbal and written English. 	
Experience (Type & Nature)		<ul style="list-style-type: none"> 7-13 years of experience in sales and development within the Food & Blend market. Proven track record of achieving and exceeding sales targets. Experience in managing a sales team and driving business growth in the specified geographical regions. This will be travelling role. 	

Skills & Technical Competencies	<ul style="list-style-type: none">• In-depth understanding of the Food & Blend market
Behavioral Competencies	<ul style="list-style-type: none">• An ability to prioritize and manage expectations.• An ability to work independently.• An ability to communicate articulately and efficiently with other people within the company.• Ability to understand product concepts & skilled to articulate.• Sound marketing & clientele mapping Skills.

 **Registered Office:**

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