
S.CHAND HARCOURT (INDIA) PVT. LTD.

JOB DESCRIPTION: SALES MANAGER

Department: Business Development

Designation: Sales Manager

The Sales Manager is responsible for developing and executing a successful sales strategy for rapid revenue growth from the K-12 schools market in line with the overall company strategy. The position will require aggressive activity, independent initiative and skills while working within the existing sales team environment. The successful candidates should have an impressive history of education sales, preferably E-learning, publishing and services, within the K-12 schools target market.

Experience: 5-10 years (prior experience in E-learning segment a distinct advantage)

Educational Qualifications: MBA with specialisation in Sales and Marketing

Cities to be covered: Delhi, Uttarakhand, Kolkatta, Hyderabad, Bangalore, Maharashtra /Gujarat, Chennai, North-east, Rajasthan, Madhya Pradesh, Kerela

Roles & Responsibilities:

- The Sales Manager will be responsible for achieving the set Sales and Revenue Targets for the Region
 - Establishing a Sales Plan for all the schools covered under the prescribed region
 - Identifying and targeting educational institutions for the company's digital technology solutions and associated services.
 - Responsible for visiting schools and giving presentations of the company's value propositions to teachers and key persons of the institutions.
 - Maintaining long-term relations with the schools and educational institutions
 - Developing and maintaining relationships with dealers and build Channel sales
 - Planning and implementation of the company's sales campaigns to accelerate target market penetration and proactively reviewing the outcomes of these company's sales efforts.
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- Establish a sales plan at the beginning of each month with each pre-sales and salesperson, establishing realistic sales objectives for the month and establishing clearly defined and measurable action plans.
- Developing and executing sales promotion strategies to boost the market share and sales through activities such as education fairs, workshops, presentations etc.
- Monitor each salesperson's daily performance against that salesperson's monthly revenue target.
- Achieve forecasted sales by following (and, if necessary, adjusting) the agreed upon monthly plan of action.
- Understand and manage regional financial sales data to determine how the region is performing against the monthly sales target.
- Building and managing a team of sales personnel for the designated territories and developing the skills of the designated sales team.

Key Skills:

- Has proven track record of achieving set targets.
- Possesses a strong understanding of K-12 schools business dynamic.
- Has been a sales manager in the education industry and preferably the E-learning industry.
- Ability to manage and rapidly generate territory revenue growth.
- Proven ability to develop and execute tactical sales strategies focusing on the targeted accounts within a large regional geography.
- Experience in managing field sales personnel.
- Excellent written, verbal communication and listening skills.
- Is highly organised and has very effective time management skills.
- Is highly computer literate.

Attributes:

- Is a demonstrated leader both with customers and employees.
 - Strong negotiating skills.
 - Motivational and evident ability to inspire team members to achieve goals.
 - Highly customer focused.
 - Highly efficient.
 - Proactive.
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