

# **LAPP India Pvt. Ltd.**

## **2021 Job Description**

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<b>Job Title:</b>	<b>Area Sales Manager</b>	<b>Role/Grade Level:</b>	<i>Sr Engg/Asst. Manager</i>
<b>Reports To:</b>	Team Leader, OEM	<b>Date Created:</b>	<b>01-Oct-2021</b>
<b>Location:</b>	Ahmedabad	<b>Created By:</b>	

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### **POSITION SUMMARY:**

Sales Person with strong Technical Background with relevant work experience of @ 5Yrs

**ESSENTIAL DUTIES AND RESPONSIBILITIES:** *Other duties may be assigned beyond the core functions listed below:*

1. S/He will plan and achieve sales targets and ensure customer satisfaction / delight confirming to the laid down Company policies.
2. Lead generation, Identification and understanding customer requirements.
3. Develop strong relations with OEM in different segments Viz Material Handling, Crane, Hoist, Packaging, Pharma & Panel Builders.
4. Update the CRM tool with required details regularly.
5. Prepare Negotiation Strategy anticipating the needs of the Customer

### **SUPERVISORY RESPONSIBILITIES:**

1. Monitoring Dealer's performance

### **QUALIFICATIONS:**

- BE / B-Tech (Electrical/Electronics)

### **REQUIRED SKILLS:**

1. Technical Background
2. Ability to build strong relationship with customers/dealers
3. Analytical & Problem solving
4. Team working
5. Conflict Management

### **PHYSICAL DEMANDS:**

While performing the duties of this job, the employee is frequently required to sit; use hands to finger, handle, or feel objects, tools, or controls; and talk or hear. The employee is occasionally required to stand, walk, and reach with hands and arms. Specific vision abilities required by this job include close vision.

- Travel required within the assigned territory about 30%.

**WORK ENVIRONMENT:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Moderate noise (i.e. business office with computers, phone, and printers).
- Ability to sit at a computer terminal for an extended period of time