

# LAPP India Pvt. Ltd.

## 2021 Job Description

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Job Title:	Area Sales Manager – Equipment Manufacturer – Bangalore	Role/Grade Level:	
Reports To:	TL - KA& AP - Equipment Manufacturer	Date Created:	02/12/2021
Location:	Bangalore	Created By:	Chanchal

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### POSITION SUMMARY:

Responsible for driving the OEM sales in Karnataka for LAPP by designing and implementing a strategic sales plan that expands company's partner base and ensure its strong presence

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

- Business- Tactical implementation of 2027 and beyond sales strategy in the state of Karnataka Realization of revenue growth / assuring production continuity / increasing market share
- Market Segmentation - Focus on key market segments in to generate both breadth & depth of customers. Cover geography to create critical mass to generate sustainable market share
- Coordination - Shall drive Key Account Management & account penetration to generate cross selling index
- Cash Flow - Is responsible for efficient cash flow, collection review, and concessional forms and negotiate T&C for large businesses. Review's analysis of activities, costs, operations and forecast data to determine department progress toward stated goals and objectives
- Systems & Processes - Develop and improve systems in business to service contracts with customer service.
- OLFLEX Solutions - Develop & implement strategy with business development for increasing OLFLEX Solutions business in the East region and reach out to more customers from existing & new accounts
- Dealers - Advise dealers and distributors on policies and operating procedures to ensure functional effectiveness of business along with Channel Management team
- Represent Lapp India at Trade association meetings and promote products
- Be an expert on LAPP technology from a technical and functional perspective, including the ability to effectively position and present its characteristics and benefits to IP&A Sales
- Provide mentorship and management oversight to the East IP&A Sales team members to help them drive sales strategy and goal attainment.
- Plan and direct sales activities including implementing forecasts, marketing program development, relationship development, partner satisfaction and collateral material development and distribution.
- Identify needed resources for supporting sales strategy and develop a proposed budget for management review.
- Effectively carryout due diligences of the partner requirement from the technical standpoint

**QUALIFICATIONS:** *To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.*

- Bachelor's degree in the field of electrical engineering or a related field and any management degree
- Good product & application knowledge w.r.t. electrical / cable industry (Eg. switchgear, cables, drag chain, cable harness)
- Minimum of 3-6 years of specific experience in sales and business development in electrical / cable industry with experience in leading large number of OEM Customers preferably in Automation, Automotive, Textiles, Ancillary, Machine Tools etc.
- Successful previous experience in managing the sales team in multiple location with consistent record of meeting or exceeding targets.

- Proven ability to drive the sales process from plan to close.
- Should have geographical knowledge of the territory

#### **REQUIRED SKILLS:**

- Drive for Results - Should has passion for Sales and drives results with teamwork
- Relationship Builder - Should be capable of conversing comfortably with his colleagues & external customers
- Proven ability to influence cross-functional teams without formal authority
- Change acceleration - Is ready for new ideas, create culture of change & is a change agent
- Organizing Skills - should be methodical, analytical & possess logical reasoning
- Communication Skills - Should be able to communicate ideas succinctly and clearly & thoughts. Should listen to others and then respond to the context
- Strong verbal and written communications skills including presentation skills.
- Ability to effectively lead a diverse team of Channel Sales Managers.
- Experience with target account selling, solution selling, and/or consultative sales techniques.
- An aptitude for understanding how technology products and solutions tackle business problems.

#### **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 70%.

#### **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