

<b>SEW EURODRIVE</b>		<b>HUMAN RESOURCES</b>  <b>JOB DESCRIPTION</b>	Reference No. 6131	Next Review June 2018	
SEW EURODRIVE INDIA PVT. LTD.			Edition No. 0	Date (YY.MM) 27.01.11	
JD	Human Resources		Compiled By Rg.Mgr	Approved MJA	Issued By KB

**POSITION : BRANCH MANAGER – SALES & MARKETING**

**WORK LEVEL: 03**

**RESPONSIBILITY:**

1. Profit center responsibility for the branch
2. Building the SEW brand and value proposition in the market
3. Deployment of SEW strategies in the area
4. Achieving sales targets to OEM/EU customers in the branch area
5. Ensuring service and application support to branch customers
6. Achieving profitability targets for the branch
7. Controlling of branch receivables
8. Running the branch as a profit center
9. Timely collection of statutory forms
10. Handling of key accounts directly
11. Identification and encashment of project business
12. Managing and developing relationships with customers
13. Forecasting and reporting of sales, trends and competitor activities
14. Development of distribution channels
15. Business Associates, system houses, resident engineers in the branch area
16. Administration of branch warehouse and stocks

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17. Sales promotional activities like technical seminars, presentations
18. Review and corrective action for performance of sales & service engineers
19. Administration of the branch and responsible for branch accounts
20. Manpower planning for the branch
21. Developing personal and professional competencies of reportees
22. Developing and maintaining a conducive working climate in the branch
23. Responsible to maintain documents and records as per QMS procedure of the department

**AUTHORITY:**

1. Check signing authority up to Rs 25,000/-
2. Purchases up to Rs 5000/-
3. Decision on FOC Replacement, FOC Service upto Rs 10,000/-
4. Decisions on pricing as long as not loss making
5. Customer Entertainment
6. Allocation of marketing budget (jointly) with Regional Sales Manager
7. Granting leave, disciplinary action for reportees
8. Setting performance targets, doing appraisals for reportees

**DIMENSIONS:**

Area : States & Regions assigned  
Direct Reporters : 4 to 8

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Turnover : 40 to 120 MINR

**PROFILE:**

EDUCATION : Graduate in Mechanical/Electrical engineering from reputed institute

EXPERIENCE : Minimum 6 years and above in selling similar products and experience in leading a sales team to achieve target

SKILLS REQUIRED : Customer Relationship Management, Sales skills, Leadership skills, Presentation skills, Negotiation skills