



Mendine Pharmaceuticals Pvt. Ltd.

JOB PROFILE OF A.S.M (OTX)

1	Job Title / Designation	Area Sales Manager (Burdwan)
2	Name of Organization	Mendine Pharmaceuticals Pvt. Ltd.
3	Reporting Authority	Regional Sales Manager / Therapy Manager
4	Job Purpose/ Objective	To prepare & develop Sales Strategies in accordance with business plans of the company as well as to increase the market share in rural areas through channel Management/ Customer coverage.
5	Qualifications	Bachelor's degree B. Pharm. / B.sc general/B.Com.
6	Age	upto 34 Yrs.
7	Experience	Minimum 4 to 7 Yrs Field Experience in Pharma OTC/ Ayurvedic Division as ASM. Out of which as MR 2-4 yrs & as ASM 2-3 yrs is required.
8	Job Responsibilities	<p>A. SALES & MARKETING :</p> <ol style="list-style-type: none">1. Regional Budget Achievement – Regional , Area wise, Product wise2. Brand and Market establishment – Through Reportees, penetration of markets, availability of brands.3. Bridging the gap both Qualitative & Quantitative - Customer, Product, and Rupee Sales & Reportees.4. Credibility Index – Identify Skill's gap & develop team to higher maturity level.5. Market Development – Development of new customers as well as new markets through area sales managers. Once 50% of the market is developed then hand over the markets to New Representatives.6. To execute the sales / Marketing strategies time to time as designed both efficiently & effectively.7. K.O.L Management8. Conduct the product campaigning-Symposium, CME.9. In Depth Knowledge of window displays and merchandising of products at the retail level. <p>B. CHANNEL & DISTRIBUTION :</p> <ol style="list-style-type: none">1. Establishing Strategic alliances/ties with financially strong & reliable channel partners - implementing effective strategies to maximize sales.2. Ensure adequate inventory – Coverage & distribution of effective products – evaluating performance & monitoring distributor's sales & marketing activities.3. Educate & counsel the stockiest's staffs about the product & increase the off take at the outlet by doing different BTL activities and to work on agreed upon MBQ..4. To handle stockiest Sales representatives & retail Brand Promoters. <p>C. TEAM MANAGEMENT :</p> <ol style="list-style-type: none">1. Sourcing, mentoring, training and Development of the field functionaries to ensure sales & operational efficiency.2. Creating & sustaining a dynamic environment that fosters development opportunities & motivates high performance amongst team members.



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		3. Coordinating with the other departments, ensuring smooth & profitable operations. D. REPORTING : As per Company Norms
8	Technical Scope of Work	<ul style="list-style-type: none">• Able to handle the product effectively & scientifically analyze the Products along with competitions.• MS Office Suite and e-mail based communication systems.
9.A	Administrative Scope of Work	MIS Reports, able to Prepare the Reports and also present analytically
9. B	Communication Skill	Must have an Excellent command of English and be adept in Communications with strong interpersonal skill.
10	Market exposure	Preferred field exposure at Burdwan area is required.
11	Compensation	Up to 4.50 LACS Per Annum CTC (Negotiable)