

## JOB PROFILE OF ASM( Gynae) TASK FORCE

1	<b>Job Title / Designation</b>	Area Sales Manager (South Kolkata)
2	<b>Name of Organization</b>	Mendine Lifecare Products Pvt. Ltd
3	<b>Reporting Authority</b>	Zonal Sales Manager
4	<b>Job Purpose/ Objective</b>	To prepare & develop Sales Strategies in accordance with business plans of the company as well as to increase the market share in rural market through channel Management/Customer coverage.
5	<b>Qualifications</b>	Bachelor's degree B.sc general/Hon's (preferably bio background)/ B. Pharm.
6	<b>Age</b>	30 to 35Yrs.
7	<b>Experience</b>	Minimum 1-2 Yr of Field Experience as an ASM in a Gynae segment. Experience in South Kolkata territory is required.
8	<b>Job Responsibilities</b>	<p><b>A. SALES &amp; MARKETING :</b></p> <ol style="list-style-type: none"> <li>1. <b>Regional Budget Achievement</b> - Regional, Area wise, Product wise Monthly Achievement.</li> <li>2. <b>Brand and Market establishment</b> - Through Reportees, penetration of markets, availability of brands also Launching new products in the market using different marketing tools.</li> <li>3. <b>Bridging the gap both Qualitative &amp; Quantitative</b> - Customer, Product, and Rupee Sales &amp; Reportees.</li> <li>4. <b>Credibility Index</b> - Identify Skill's gap &amp; develop team to higher maturity level.</li> <li>5. Developing rapport with KOLs and A class Doctors ensuring business inflow from them subsequently.</li> <li>6. <b>Market Development</b> - 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.</li> <li>7. To execute the sales / Marketing strategies time to time as designed both efficiently &amp; effectively.</li> <li>8. Building up relationships with doctors by conducting the product campaigning- Symposium, CME.</li> </ol> <p><b>B. CHANNEL &amp; DISTRIBUTION :</b></p> <ol style="list-style-type: none"> <li>1. Ensure adequate inventory - Coverage &amp; distribution of effective products - evaluating performance &amp; monitoring distributor's sales &amp; marketing activities.</li> <li>2. Educate &amp; council the stockiest staff s about the product &amp; increase the off take at the outlet by doing different BTL activities and to work on agreed upon MBQ..</li> <li>3. To handle stockiest Sales representatives &amp; retail Brand Promoters.</li> <li>4. To ensure proper stock inventory and Stockiest.</li> </ol> <p><b>C. TEAM MANAGEMENT :</b></p> <ol style="list-style-type: none"> <li>1. Sourcing, mentoring, training and Development of the field functionaries to ensure sales &amp; operational efficiency.</li> <li>2. Creating &amp; sustaining a dynamic environment that fosters development opportunities &amp; motivates high performance amongst team members.</li> <li>3. Working in team to achieve primary objectives.</li> </ol> <p><b>D. REPORTING :</b> As per Company Norms</p>

9	<b>Technical Scope of Work</b>	<ul style="list-style-type: none"> <li>• Able to handle the product effectively &amp; scientifically analyze the Products along with competitions.</li> <li>• MS Office Suite and e-mail based communication systems.</li> </ul>
10.A	<b>Administrative Scope of Work</b>	MIS Reports, able to Prepare the Reports and also present analytically
10.B	<b>Communication Skill</b>	Must have an Excellent command of English and be adept in Communications with strong interpersonal skill.
10	<b>Compensation</b>	3.90Lac - 4.50Lac Per Annum CTC (Negotiable)+ Allowances + other benefits as per co. Policy