

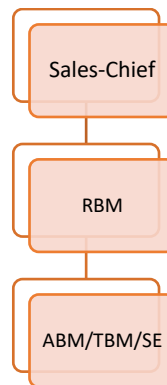
Regional Business Manager

Escorts Kubota Ltd– Sales & Marketing - Faridabad, Haryana

Job Purpose

Regional Business Manager will be responsible for achievement of sales target in the assigned region through demand generation, proper coverage and ensuring implementation of business plan by adhering of end to end sales related process. Manage the day-to-day administration work with strong execution focus and coordinating the sales strategy with the team.

Organization Structure and Key Accountabilities



- Regional Business Manager should have good understanding related to tractors Agri segment/retail/tractors segment. Manager should monitor competition activity and plan counter actions to improve the sales strategies and achieve targets
- Previous experience of leading a dealership or Team.
- **Framing Business strategies** by developing growth strategies and plan, having in depth knowledge of business products and value proposition and generating new. The Regional Business Manager will be required to facilitate the growth of sales in assigned region and should have hands on experience in dealer management and capability enhancement through regular interaction to improve sales strategies
- **Ensuring Customer delight** by building strategies and initiatives to assimilate constant feedback from the customers and take relevant corrective actions
- **Managing Top line and Bottom line** by reviewing sales and marketing efforts across business, and providing timely guidance around corrective actions to achieve business objectives
- **Tracking and monitoring key performance metrics** by Monthly/Quarterly and annually review of targets i.e. Wholesale, Delivery, Retail, collection, profit margin.
- **People Management** by training, motivating and directing sales team to optimize workplace productivity, promoting professional growth, identifying critical positions and making succession plans
- **Working Capital and Retail finance** by ensuring rotation of dealers fund through monitoring. Build relationship with regional bankers for smooth support of retail finance company.
- **Business Intelligence (Marketing & Product) Market understanding** knowledge of crops, implements & field application of tractors. Customer

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Understanding and Product placement as per customer requirement (Model Mix. & Applications).

- **Branding & Network Coverage** Recruit/replace Dealer for area coverage. Monitor the weaker area / dealers for continuous growth and provide corrective actions.

Review BTL activities as planned by ABMs' like Competitive Demos, Product Launches & Sales Promotion. Monitor regional budgets & their effective utilization. Facilitate idea generation and exchange of best practices between Dealers. Adhere to sales processes, policies & Marketing tools at all Networks (Dealerships etc.)

Key Performance Indicators

KRA	Measure of Success
• Number of Tractor sales and purchase	• Annual AOC vs Actual
• Handling Team/People development	• Annual AOC vs Actual
• Process implementation	• % Score Improvement
• Delivery Market Share- Region	• Annual AOC vs Actual
• Network expansion	• SMWB/OM: Plan vs Actual of # of Vacant Points; • SMSB: DSAS Sales Score on 10 Point Scale
• Advancing > 45 days	• % of >45d Adv of total Adv at month end; Average Score

Competencies Required

Leadership Competencies	Desired Proficiency Levels (1to 5), 1 lowest and 5 Highest	Functional Competencies	Desired Proficiency Levels(1to 5), 1 lowest and 5 Highest)
Customer Centricity	5	Forecasting & Budgeting	5
Execution & Agility	5	Strategy formulation & Network Planning	5
People Centricity	5	Business Acumen	4
Strategic Orientation	4	Business Acumen	4
Innovate to excel	3	Product Knowledge	4
Collaboration	4		
Change Management	4		