### Job Description Form

**Job Title: Executive – Sales and Marketing, Samruddhi Group**

**Entity:**  Samruddhi Group of Companies

**Location:** Currently Mumbai and gong forward All India Role

**Reports to (job): Group Chairman- Samruddhi Group**

**⮚ Purpose of Position**

* The job incumbent is responsible for achieving budgeted sales each month and the total annual sales.
* Responsible for achieving Segment wise / Sector wise and Product (Servicewise) Sales Targets
* Is responsible for identifying key growth areas, and opportunities for Business Creation.
* The position performs in line with the Group’s Management Systems and System, including the Group’s Code of Ethics and the Core Values

**⮚ Major Responsibilities** (Sales)

Digital Marketing

1.Creating Self Profile on Linked in and other sites

2.Creating Pages and communities in leading Social media (Facebook, Linked in, Instagram. Twitter, Telegram etc

3.Complete the improvements planned in website

4.Update all SM Sites and Website with updates and news

5.Analyse the information on number of impressions no of visitors to the site and SM pages and summarise

Client visits

Client Visits (MIS- Day updated Excel Sheet)

|  |  |  |  |
| --- | --- | --- | --- |
| Sr No | Key Activity | Key Performance Indicator (UOM) | Value |
| 1.Personal and home care products | | | |
| 1 | Customer Visits | At least 1 Clients per day |  |
| 2 | Leads Generated | At least 2 per week |  |
| 3 |  |  |  |
| 2.Construction Materials | | | |
| 1 | Customer Visits | At least 1 Clients per day |  |
| 2 | Leads Generated | At least 2 per week |  |
| 3 |  |  |  |
| 3.Food Products | | | |
| 1 | Customer Visits | At least 1 Clients per day |  |
| 2 | Leads Generated | At least 2 per week |  |
| 3 |  |  |  |
|  |  |  |  |
| 4.Surgical aids | | | |
| 1 | Customer Visits | At least 1 Clients per day |  |
| 2 | Leads Generated | At least 2 per week |  |
| 3 |  |  |  |
| 4 |  |  |  |
|  |  |  |  |

Enhancement of Knowledge and competence

1.Visit to Construction Sites  
5.Compare the competitors and their pricing  
6.Understand the construction technology through videos/ you tubes

**General:**

* Impeccable Tools Discipline (TALLY) – 100 % leads to be entered in Tally.Excel shall continue.
* Ongoing updating of client list and all details on a daily basis and Submission
* Expanding the data base

**⮚ Criteria for Performance Evaluation (KPIs)**

* Achieve Sales as per the Annual KPIs & Targets

**The Job Description is subject to change from time to time, as per the requirements**

**of the Company and the competencies / qualifications you may acquire in future**