JOB DESCRIPTION · AH-0245

State Head – Sales

THE ROLE

Post	State Head – Sales
Company	An agri machinery maker
Location	Gujarat
Experience	10–15 years
Salary	Rs 10–15 lakh a year

ABOUT THE JOB

The company sells farm machinery including power tillers, weeders, reapers and brush cutters. The State Head – Sales will drive retail sales, grow market share and develop dealers across Gujarat, with a focus on the weeder range.

WHAT THE JOB INVOLVES

- Drive retail sales volume for Power Tiller, Weeder, Reaper, Brush Cutter and new products in the assigned territory.
- Identify, scout and appoint new dealers based on established criteria and market fit.
- Conduct surveys to understand customer needs and preferences.
- Monitor and analyse competitor sales activities in the territory.
- Develop, maintain and review systems and processes at dealership level.
- Provide ongoing technical and sales support to dealers and customers.
- Assist in developing and training sales representatives and team members.
- Assign representatives to new sales territories for proper coverage.
- Keep accurate records of sales activities, opportunities and outcomes in the CRM system.
- Coordinate Dealership Management System (DMS) activities and stock availability of required models at dealerships.
- Execute the company sales strategies and other assigned work.
- Generate new product sales and market penetration in weaker regions.
- Plan and execute Below-the-Line (BTL) activities to build brand awareness and product adoption.

WHAT THEY WANT

- Bachelor's degree in Business, Agriculture or a related field (preferred).
- Strong communication and interpersonal skills to build relationships with dealers, customers and internal teams.
- Proven ability to drive sales, develop new business and manage dealer networks.
- Familiarity with Weeder, Tiller, Reaper and related agricultural equipment (preferred).
- Ability to lead, develop and guide a sales team to achieve goals.
- Key skills: dealer management, channel sales management, market research and development, sales and technical support.

HOW TO APPLY

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