



# SHRI RAMASAMY MEMORIAL UNIVERSITY SIKKIM

5<sup>th</sup> MILE, TADONG, GANGTOK, SIKKIM

## PLACEMENT & TRAINING CELL

SRMUS/PAT/2021-22/147

Date: 10-3-2022

### PLACEMENT DRIVE NOTIFICATION

<b>Company</b>	<b>Asian Paints</b>
<b>Company Type</b>	Manufacturing
<b>About the Company</b>	Asian Paints has a lot of identities. We have been India's largest paint company for almost 50 years and are part of the top 10 decorative paint companies worldwide. We have operations in 19 countries, and manufacturing facilities in 26 global locations. Having subsidiaries in India and abroad, Asian Paints encompasses the best of Indian and global traits, homegrown and international qualities. Our subsidiaries are Berger International, Scib, Taubman, Apco, Ess Ess. We have joint ventures with PPG in automotive and industrial paints and Sleek International Modular Kitchens.
<b>Job Title</b>	<b>1. Project Sales Officer 2. Retail Sales Officer</b>
<b>Job Description</b>	<b>Project Sales Officer</b> <b>Job Purpose</b> The position is that of frontline sales personnel who would primarily be responsible for driving segment level value growth for Project Sales through addition, nurturing and retention of applicators/other influencers in defined geographical area and thereby achieving overall business value and volume targets. <b>Primary Responsibilities</b> Business objectives • Identify, index and review market potential of Project sites at segment level (Geography and Key Accounts) • Conduct site inspection based on leads and make proposals including sampling to convert sites • Negotiate, finalize and execute the site order as per agreed proposals • Monitor the project site on regular intervals and ensure that essential services are provided with warranty • Focus on specific key accounts, segments, geographies and products to gain market share Applicators/other influencers Development and Retention • Encourage applicators participation in loyalty benefit programs to add new and upgrade and retain existing applicators • Create product awareness through relevant trainings with applicators and track lead conversion ratio Reports and Processes • Prepare and circular relevant reports like index sheet as per defined timelines • Follow applicable processes and documentation while performing various site level and specific transactions • Overall Value and Volume target • Product and Segment level value and volume target • Addition, Growth and Retention of target set of applicators • Payment Collection Efficiency. <b>Retail Sales Officer –</b> <b>Job Purpose</b> The position is that of frontline sales personnel who would primarily be responsible for growth of retail business in the defined territory through creation, nurturing and management of dealer network and stakeholders comprising of contractors and thereby achieving overall business value and volume targets.

	<p><b>Primary Responsibilities</b></p> <p>Business objectives • Prepare plan to achieve the assigned business objectives for the territory on a monthly level and work towards achievement of targets. • Assist dealers in achieving their overall sales target through regular visits, scheme communication and timely material service. • Monitor and ensure the growth of core products along with new and focused products Market Development and Intelligence</p> <ul style="list-style-type: none"> <li>• Explore and open new dealer counters to expand the overall sustainable sale potential in the territorial market.</li> <li>• Analyse territory level data to identify gaps and drive necessary Initiatives</li> <li>• Accomplish growth and value upgradation of existing dealer network</li> <li>• Organize promotional activations and product awareness meets for dealers and contractors</li> <li>• Provide timely feedback on market practices and offerings as an input for scheme design Dealer Management</li> <li>• Track and solve dealer queries timely to maintain productive relationship Assist dealers in providing solution to his contractors as well as end consumers for any complaints or queries</li> <li>• Ensure availability of material, services and promotional tools to the dealer through co-ordination with other stakeholders Collections</li> <li>• Ensure payment collections from dealers as per the set benchmarks</li> <li>• Monitor the outstanding payments on regular basis and take measure to minimize the over dues Contractor Management</li> <li>• Ensure enrolment, update points and extend benefits to contractors through dealers as per the defined loyalty program structure</li> <li>• Plan and organize product awareness meets for Contractors during new product launches Customer complain resolution</li> <li>• Investigate and resolve dealer level and customer level complaints within the defined timelines Reporting and Integration</li> <li>• Co-ordinate with other verticals like project sales and services for lead sharing or any other issue as and when required.</li> <li>• Prepare and share reports such as Daily visits report and territory monthly report</li> </ul>
<b>Job Location</b>	PAN India
<b>Eligible Degrees</b>	MBA (Marketing)
<b>Eligibility Criteria</b>	<ul style="list-style-type: none"> <li>• 50% in Class X, XII, Graduation &amp; Post-Graduation</li> <li>• Age Limit – Less than 25 years</li> <li>• No active backlogs</li> </ul>
<b>Desired Skills</b>	NA
<b>Compensation (CTC)</b>	<b>6.5 LPA</b>
<b>Selection Process</b>	Aptitude Test, GD and two round of PI
<b>Date of Interview</b>	Will be informed later
<b>Venue</b>	Online