

**Job Title:** State Head— Sales

**Department:** Sales

**Position Overview:**

As a Sales State Head in the SFM sales team, you will be responsible for driving sales, increasing market share, and managing product growth for Power Tillers, Weeders, Reapers, Brush Cutters, and other new products within your assigned territory. You will also gather valuable **Retail Sale** market insights and focus on dealer development and business growth specific to the Weeder product line in your region.

**Key Responsibilities:**

- **Sales Growth:** Drive Retail sales volume for SFM products (Power Tiller, Weeder, Reaper, Brush Cutter, and new products) within the assigned territory.
- **Dealer Development:** Identify, scout, and appoint new dealers based on established criteria and market fit.
- **Market Research:** Conduct surveys to gather insights and better understand customer needs and preferences.
- **Competitive Analysis:** Monitor and analyze competitor sales activities within your territory.
- **Process Management:** Develop, maintain, and review systems and processes at the dealership level to ensure smooth operations.
- **Technical and Sales Support:** Provide ongoing technical and sales support to dealers and customers, ensuring customer satisfaction.
- **Team Development:** Assist in the development and training of sales representatives and team members.
- **Territory Management:** Assign representatives to new sales territories, ensuring proper coverage and opportunity growth.
- **CRM Management:** Keep accurate and up-to-date records of sales activities, opportunities, and outcomes within the CRM system.
- **DMS Coordination:** Ensure proper coordination of Dealership Management System (DMS) activities and stock availability of required models at dealerships.
- **Strategic Initiatives:** Successfully execute key organizational strategies, including Project Chhatrapati and others as assigned.
- **Market Development:** Focus on generating new product sales and market penetration in weaker regions.
- **BTL Activities:** Plan and execute Below-the-Line (BTL) activities to drive brand awareness and product adoption.

**Qualifications & Skills:**

- **Educational Qualification:** Bachelor's degree in Business, Agriculture, or a related field (Preferred).
- **Communication Skills:** Strong communication and interpersonal skills with the ability to build and maintain relationships with dealers, customers, and internal teams.
- **Sales Skills:** Proven ability to drive sales, develop new business, and manage dealer networks.
- **Product Knowledge:** Familiarity with Weeder, Tiller, Reaper, and related agricultural equipment is preferred.
- **Team Management:** Ability to lead, develop, and guide a sales team in achieving goals.

**Key Skills:**

- Dealer Management
- Weeder Sales
- Tiller Sales
- Reaper Sales
- Channel Sales Management
- Market Research and Development
- Sales and Technical Support

This role provides an excellent opportunity for a dynamic individual to grow within the agricultural products sector while contributing to the expansion of SFM products in a competitive market.