

Position	Senior Manager – Dealer Development
Company	VST Tillers Tractors Limited
Location	Hosur, Bangalore
Reporting Relationship	Business Head - SFM
Website	https://www.vsttractors.com/
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VST Tillers Tractors Ltd (VTTL) - A Leading Force in Indian Agriculture

VST Tillers Tractors Ltd (VTTL) is a household name in Indian agriculture, a legacy brand established in 1967 and part of the well-respected VST Group, founded in 1911. As a publicly traded company, VTTL is committed to transparency and accountability.

Market Leadership and Innovation:

VTTL holds a dominant position in the power tiller segment and enjoys a strong presence in the 4WD compact tractor market, boasting a 75% market share for power tillers in India. Driven by a passion for innovation, VTTL consistently develops and manufactures high-quality agricultural equipment designed for Indian farms. Their machines, built with robust materials and advanced engineering, ensure reliability, minimal maintenance, and consistent performance across diverse agricultural landscapes.

Extensive Product Portfolio:

VTTL offers a comprehensive range of agricultural equipment catering to the needs of small and medium-scale farmers. Their product line includes tractors, power tillers, diesel engines, and other essential farm implements. Their offerings cover a power range of 2 HP to 50 HP, catering to various farming applications. Notably, VTTL is a pioneer in the 4WD compact tractor segment, offering manoeuvrability and power for demanding tasks.

Strong Nationwide Presence:

V TTL has a robust national presence with three manufacturing units strategically located across India. They have established a vast network of over 1,200+ dealers, 6,200+ retailers, and 85 spare parts distributors to ensure easy access to their products and services for farmers throughout the country.

Global Recognition:

V TTL's success extends beyond Indian borders. They have established a strong international presence, exporting their equipment to over 40 countries across Europe (EU - 17 countries, brand name VST FieldTrac), Africa (19 countries), Latin America (4 countries), and Asia (3 countries). This global reach signifies the trust and value their products hold in the international agricultural market.

Core Values:

V TTL operates with a set of core values that guide their business practices and interactions:

- **Customer Centricity:** Making every interaction with farmers valuable and meaningful.
- **Integrity:** Upholding ethical conduct in all business dealings.
- **Synergy:** Building a collaborative environment for collective success.
- **Speed:** Embracing agility and responsiveness to market demands.
- **Stretch:** Continuously striving for improvement and exceeding expectations.
- **Go Green:** Promoting sustainable practices and environmental responsibility within the agricultural sector.

V TTL's commitment to quality, innovation, and farmer-centricity has solidified their position as a leading force in Indian agriculture. Their dedication to ethical practices and environmental responsibility further strengthens their reputation as a responsible and sustainable company.

Job Title: Dealer Development Manager – SFM (Smart Farm Machinery)

Department: Sales & Marketing – SFM

Location: Bangalore

Reports To: BH – SFM Sales

Job Purpose:

To drive dealer network expansion, strengthen channel performance, and enhance dealer capability for VST's Smart Farm Machinery (SFM) business. The role focuses on identifying potential markets, appointing capable dealers, and ensuring consistent dealer performance in line with company growth objectives.

Key Responsibilities:

1. Dealer Development & Appointment

- Identify potential markets and territories for SFM product expansion.
- Evaluate, recommend, and appoint new dealers based on business potential and company norms.
- Conduct due diligence, financial assessment, and infrastructure evaluation prior to appointment.
- Ensure timely onboarding, training, and compliance with dealership agreement requirements.

2. Dealer Performance Management

- Monitor dealer sales, market share, and profitability on a regular basis.
- Review dealer business performance and identify areas for improvement.
- Implement structured performance improvement plans for underperforming dealers.
- Conduct periodic dealer business reviews to ensure alignment with company objectives.

3. Dealer Capability Enhancement

- Support dealer manpower development through product, sales, and service training programs.
- Ensure dealer infrastructure, branding, and customer experience standards are maintained.
- Facilitate business development and operational excellence initiatives at dealer locations.

4. Business Development & Support

- Collaborate with sales, marketing, and service teams to drive retail growth through dealers.
- Support regional campaigns, demos, and localized marketing activities.
- Ensure adequate product availability, retail finance options, and after-sales support through the dealer network.

5. Reporting & Market Intelligence

- Track market coverage, competitor network strength, and dealer performance trends.
- Maintain updated MIS on dealer appointments, cancellations, and business performance.
- Provide regular insights for network optimization and strategic expansion.

Key Skills & Competencies:

- Strong expertise in **dealer development, appointment, and performance management.**
- Deep understanding of the **agri-machinery / farm equipment / tractor** industry.
- Excellent **communication, negotiation, and relationship management** skills.
- Analytical and structured approach to **network planning and execution.**
- Proficiency in **MS Office, CRM systems, and data reporting tools.**

Qualification & Experience:

- **Education:** Graduate in Engineering / Agriculture / Business Management; MBA preferred.
- **Experience:** 10–13 years of experience in **dealer development, appointment, and performance management** within the **farm equipment, tractor, or agri-machinery industry**.