

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

Department: Sales & Marketing – SFM

Location: Bangalore

Reports To: Head – 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:** 8–12 years of experience in **dealer development, appointment, and performance management** within the **farm equipment, tractor, or agri-machinery industry**.