



DESIGNATION

**STATE HEAD
CENTRAL & EASTERN UTTAR PRADESH**

**PREFERRED
LOCATION**

Lucknow / Varanasi / Allahabad / Gorakhpur / Kanpur / Rai Bareilly / Azamgarh / Robertganj / Gazipur

DEPARTMENT

Sales & Marketing

JOB PURPOSE

Create & sustain market for AGRI KING Products as independent profit centre

JOB DESCRIPTION

- Create & supervise team incl. area sales mgr, mechanic & demonstrator
- Appoint new dealerships and set up sales network
- Take responsibility for dealer sustainability & profitability
- Formulate & implement brand building efforts to create awareness
- Forecast & achieve retail sales targets i.e. sales to end customer
- Create & maintain relationships with banking institutions incl. NBFCs

REQUIREMENTS

Min Qualification

Dip./Degree in Mech Engg. Preferred.

Min Experience

3-5 years in Tractor/Rural Marketing/Retail Finance Industry

Others

Ability to travel extensively (20 days in a month) in rural areas

**PREFERRED
CANDIDATE**

- Entrepreneurial personality to run his area of operation as a business unit
- Ability to function without supervision, since area of operation would result in minimal management oversight
- Rural contacts for dealership creation and customer acquisition
- Candidate who is a retired & experienced individual from a top 5 tractor manufacturer & able to travel extensively is a preferable candidate

SALARY

Fixed: Rs. 30,000-50,000 depending on experience & profile

Variable: Incentive for dealer appointment & retail sale of tractor

INSTRUCTIONS

In order to apply for this position, please email your updated resume to HR@agrikingtractors.com. In your resume indicated your mobile number. If we chose to consider your candidature for this position, we shall contact you.