



JOB DESCRIPTION

Title: Area Sales Manager

Location: Kolkata

Department: Sales

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About us ACO is one of the leading International Manufacturers of Building Drainage, External Drainage, Landscape Drainage Products and Oil & Grease Separators. ACO Range of Products are widely used in about 50+ Countries and have 32 manufacturing units located in various parts of Europe, UK, USA, Asia, Australia and is Head quartered at Rendsburg, Germany. For more details of ACO, you could also visit our website www.aco.in which would give you a broad idea about our organization and the product offerings.

Roles & Responsibilities: -

Sales & Business Development: Sales & Marketing of all ACO Systems & Solutions Under this activity you required to connect & build up strong relations with the following customer segments in their respective market regions & make sure ACO is the preferred choice with them.

- All relevant Consultants
- Architects
- Contracting Companies
- End Clients
- F&B Industry

Major Responsibility:

- Meeting set '**Sale Targets**' is the essence of this job role & is the major KPA

Other Responsibilities:

- Covering the region extensively for Leads generation of Potential Projects in the market. **Benchmark is:** *Any Projects that crops up on the drawing board or on site should be in our knowledge...*
- To contact these potential leads / customers to initiate a dialogue to understand the project's requirements in detail
- You will also be responsible for building up strong rapport with all the relevant stakeholders on the Project / in the Market which should build up ACO's direct & strong connection in the market
- Getting the ACO products & solutions specified in these upcoming potential projects in the market region
- Necessary & close follow up with the relevant stakeholders in the Projects team / various segments viz. Client, Consultant, Contractor & other influencers, if any
- Submission & perusal of ACO Price proposals (direct or through dealers, depending on case scenario).
- Follow ups on all ongoing cases for Technical & Commercial negotiations
- Case follow-ups & Price negotiations
- Regular update of data in CRM
- Weekly Review meetings / calls with RM in regards to Sales, Orders booking, Orders pipe line & Payments collection
- Joint meetings with the local potential customers
- Handling of Customer queries/complaints & to coordinate for their addressal on the fastest note. Ideally, No complaint should get escalated to HO
- IMPORTANT: To maintain a strict follow up on payments collection from customers & Periodic General Ledger confirmations in line with the policies laid down by HO. To ensure NO Payment defaults by customers on any front
- Any other item, as may be implemented by the management time to time

1. Market Research: To execute all relevant activities for market information, competition movement etc. This will include getting technical information about competition products. Relevant data (Techno-commercial) on projects under perusal & the ones lost. Competition's Samples procurement. Marketing collaterals being circulated by competition. Others, as may be needed by HO from time to time.

2. Co-Ordination with HO, Bangalore :

- Finance & Accounts: i) Based on periodic account statements for customers, to co-ordinate for outstanding payment collections on regular basis. ii) To ensure the submittal of various docs viz. – General Ledger Confirmations, acknowledgement of Invoices & Delivery Challans etc. Collection of PDC's, LC docs, BG etc. as may be required
- Customer Support & Logistics: i) Obtain Price proposals for all your requirements / queries. For this, to ensure that every time a query is sent the details are sent in the Prescribed Enquiry Format only. ii) As and when required, to co-ordinate with Logistics dept. to ensure smooth material dispatches for Distributors/Customers + other activities like special material procurements & agreement procedures etc.
- Design & Estimation: i) To co-ordinate with Technical In charge for offering & freezing "Product Specifications" with Consultants, Clients & Projects Dgn. Teams etc. ii) To co-ordinate with CS for Price Proposals. iii) Assistance in tendering process & other related activities for large projects by distributors
- Tech. Department: (Product Installation / Project Execution): i) To coordinate with *Technical In charge* for completion of orders with quality Handling & Installation job. ii) To support & co-ordinate for Installation process thru Application engineers iii) To care for snag rectifications of past executed jobs, if any come up, at any point of time.
- Miscellaneous: Site visits / meetings, scheduling of business meetings during the visit of Directors & other personnel from ACO Bangalore / ACO Group worldwide

*Qualification--- Degree in Engineering - Civil

*Age - Below 30

*Gender - Male

*Working Hrs / Days - 5 days a week. No specific work hours as it is a Sales job

*Location: Based at Kolkata

*Area of operation : In & around Kolkata & West Bengal region