

ROLE DOCUMENT			
IDENTITY	Organization	SMS India Pvt Ltd (SMI) - Vietnam entity	
	Function	Technical Services Division	
	Role Name	Manager - Sales and Service	
	Supervisor Role	Office head - Vietnam	
	Total Team Size	Direct Reports: NA Indirect Reports: NA	
	Financial Size (if any)	Annual Budget (2023): TBD, Business Target: TBD	
OPERATING NETWORK	Key External	Customers, Local vendors, Technical Consultants	
	Key Internal	Engineering - Metallurgical, Logistics and SCM, Commercial, SMI colleagues	
ROLE HOLDER REQUIREMENTS	Minimum Qualification	B.E. Mechanical	
	Experience & Skills	5 - 7 years of industrial sales and maintenance experience preferably of heavy stationary process equipments from steel industry. Presentation Skills on technical topics Travelling to visit customers for about 2 weeks per month Attitude for sales	
KNOWLEDGE & SKILLS	Technical Knowledge:	Steel making process & maintenance, Engineering drawings understanding, Sales process	
	Behavioural Skills:	Execution focus, Sales & Strategic acumen, Customer orientation, Relationship management skills, Communication Skills	
KEY RESPONSIBILITIES	<b>AREAS OF RESPONSIBILITY (Key Activities)</b>		<b>OBJECTIVES</b> <i>Top 5 KRAs across all activities</i>
	1	<b>Market Research</b> Determine key customers of the region; Analyse past records of customers to understand business; Determine market strategy to cater to various identified segments/customers; Assess internal capability to suitably serve customer needs; Identify competitor activities/strategy at customer level; Understand key dynamics of market and major activities in steel segment; Prepare and submit report to management appraising of key customer activities and development.	Percentage conversion of leads generated;  Actual business volume from localized spares offerings to the customers;  Customer feedback;  Adherence to SMS group standards/timelines.  Number of OEM sales projects and long term contracts per annum from customers;
		<b>Lead Generation/Prospecting</b> Plan visit to customers and understand their requirements for local and imported spares; Recommend on important-critical spares; Determine possibility of localization of imported spares and ways of forming new binding contracts; Communicate and collaborate with engineering and sales department to identify new developments/modifications on SMS equipments; Update customers on product/process improvements; Secure sign off on travel plan, localizing equipment sourcing and modifications on SMS equipments	
	3	<b>Initial Scoping/Qualification</b> Evaluate whether customer needs can be served by India's business portfolio; Identify possibility of leveraging SDE offerings and capability to serve customer needs; Submit enquiry to SMI teams for further working and to get SMI offers; Quotation submission to customers.	
		<b>Pricing and Negotiation</b> Determine margins (governed by established corporate guidelines) in collaboration with pre-sales commercial team for equipments & repairs; Submit proposal to customers; Revalidate offers technically and commercially in collaboration with SMI colleagues; Conduct first level negotiations with customers; On receipt of orders confirming customers on order acceptance; Hand over orders with all information to SMI order execution team.	
	5	<b>After Sales Service</b> Seek feedback from customers to determine customer satisfaction; Track and flag open issues to relevant stakeholders; Coordinate and follow-up with internal teams for issue resolution; Support internal teams with market info.	
		<b>Key Account Management and Customer Relations</b> Conduct periodic visits to customers to build relationships; Showcase capability and expertise of SMS group product portfolio to potential and existing customers; Explore opportunities for developing further business from key accounts; Align SMS group capabilities in OEM & service domain with identified customer needs.	