

Job Profile	: Regional Manager – Total 4 Vacancies
Position Title	: Regional Manager
Location	: Delhi, Mumbai, Bangalore, Kolkata
Department	: Sales & Marketing / Operations
Reports To	: Head of Sales / Director of Operations
Job Type	: Full-Time

Job Summary:

The Zonal Manager is responsible for overseeing and managing business operations within a specified geographical zone. The role is centered around driving growth and brand visibility, managing client relationships, and ensuring the successful implementation of strategies across consultants, architects, contractors, and other stakeholders. This position requires regular field visits, effective coordination with internal teams, and proactive management of key relationships to drive revenue, enhance brand positioning, and ensure customer satisfaction.

Key Responsibilities:

1. Client Relationship Management:

- **Maintain and strengthen relationships with key clients** in the zone, ensuring consistent and high-quality communication.
- Conduct regular **client meetings and site visits** to understand requirements, resolve issues, and ensure satisfaction.
- Manage the client pipeline, ensuring timely follow-ups, and converting leads into long-term partnerships.
- Address and resolve any **client concerns or issues** promptly, ensuring a positive brand image.
- Collaborate with the sales and project teams to offer tailored solutions to meet client needs.

2. Consultant, Architect, and Contractor Engagement:

- Build and nurture relationships with **consultants, architects, and contractors** to secure business opportunities and foster loyalty.
- **Regular visits** to consultants and architects to discuss project specifications, product offerings, and project timelines.
- Identify new business opportunities through networking and market intelligence, collaborating with contractors to enhance brand penetration in projects.
- Offer product presentations, technical consultations, and necessary support to design teams, contractors, and project managers.

3. Brand Management:

- Oversee **brand visibility and positioning** in the respective zone, ensuring consistency with the overall brand strategy.
- Organize and support **marketing activities** such as trade shows, conferences, product launches, and promotional events.
- Work closely with the marketing team to implement localized campaigns, adapt global strategies to the regional context, and support brand awareness initiatives.
- Monitor competitor activity and provide feedback to the management team to ensure the brand stays competitive in the market.

4. Site Visits and Project Coordination:

- Conduct **regular site visits** to monitor ongoing projects, ensuring product quality, adherence to timelines, and effective coordination with contractors and clients.
- Provide technical support to clients and contractors on-site, ensuring the proper use of products and troubleshooting any issues that arise.
- Liaise between contractors, architects, and internal teams to ensure smooth project execution and timely delivery.
- Ensure that projects meet safety standards and quality expectations during site inspections.

5. Sales Growth and Revenue Targets:

- Achieve **sales targets** set for the region by effectively converting leads and managing existing accounts.
- Drive business growth through **identifying new revenue streams**, including securing new projects and managing upselling and cross-selling opportunities.
- Develop and execute **sales strategies** that cater to the region's specific needs and market dynamics.
- Provide accurate sales forecasts and performance reports to the senior management team.

6. Team Management and Collaboration:

- Supervise, motivate, and lead a **regional sales team** to meet sales targets and achieve organizational objectives.
- Foster a collaborative work environment by ensuring effective communication and teamwork among sales, marketing, and project management teams.
- Offer training, mentoring, and development opportunities to team members to ensure continual growth and productivity.

Skills and Competencies:

- **Strong communication and interpersonal skills** to build and maintain relationships with clients, consultants, architects, and contractors.
 - **Proven sales and business development expertise**, with a focus on B2B relationships and project-based sales.
 - Ability to handle **complex negotiations**, ensuring mutually beneficial outcomes.
 - **Technical knowledge** related to the industry, particularly with regard to construction, architecture, and product specifications.
 - Strong understanding of **brand management principles** and ability to implement localized marketing strategies.
 - Excellent **organizational and project management skills**, including managing multiple tasks and deadlines simultaneously.
 - Ability to work **independently and as part of a team**, showing initiative and leadership when needed.
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Qualifications:

- **Education:** Bachelor's degree in Mechanical / Electrical Engineering , MBA in Sales & Marketing will be added advantage
 - **Experience:**
 - At least 5-10 years of experience in a managerial or senior sales role within the construction, architectural, or related HVAC industries.
 - Proven track record in **managing client accounts**, developing relationships with consultants, architects, and contractors, and leading teams.
 - Experience in **brand management** and executing marketing strategies is highly desirable.
 - **Technical Skills:** Proficiency in CRM software, MS Office Suite, and other project management tools.
 - **Travel Requirements:** Frequent travel within the zonal area for site visits, client meetings, and project coordination.
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Key Performance Indicators (KPIs):

- Achievement of **sales and revenue targets** for the zone.
 - **Client satisfaction** and retention rates.
 - **Brand visibility** and recognition within the zone.
 - Effective **project delivery** in collaboration with consultants, contractors, and clients.
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- Successful execution of **site visits**, leading to resolutions of project challenges.
- **Team performance** and growth within the zonal sales team.

Working Conditions:

- **Work Environment:** Primarily field-based, with time spent in both client offices and construction sites, in addition to regular office work.
- **Travel:** Frequent travel within the zonal area is required for client, consultant, contractor, and site visits.
- **Hours:** Flexible, with a requirement to manage various time zones, project timelines, and client schedules.

Yearly Remuneration Package : As per latest Industry Standards.

Last date for accepting applications : January 31,2025

Video Conferencing Interviews : February 5, 2025 (For shortlisted candidates only)

Personal Interview at HQ : February 10th onwards

Interested Candidates can share their latest resume and photo on below mentioned email ID:

info@vatpalgroup.com ,

For more details of our Company kindly visit www.vatpalgroup.com

