

## **Job Description: Regional Sales Manager**

**About Company:** Sonarome Pvt Ltd is part of 175-year-old French MNC “Robertet Group” based in Bangalore for last 45 years, Sonarome specialises in Flavours & Fragrances industry, serving many well known brands in India & abroad.

**Main mission:** As the Regional Sales Manager you will be responsible for driving sales growth and building strong customer relationships within your designated region. You will lead a team of sales professionals and collaborate closely with cross-functional teams to achieve revenue targets, expand market share, and enhance customer satisfaction.

### **Responsibilities:**

#### **1. Sales Strategy and Planning:**

- Develop and implement sales strategies and plans to achieve revenue targets and expand market presence within the assigned region.
- Identify key growth opportunities and target markets, conducting market research and analysis to inform sales initiatives.
- Collaborate with senior management to set sales goals, objectives, and performance metrics.
- Conduct in-depth analysis of product plans, competitor actions, product positioning, distribution, marketing plans.

#### **2. Customer Relationship Management:**

- Build and maintain strong relationships with key customers, manufacturers, food and beverage companies, and personal care product manufacturers.
- Understand customer needs and preferences, providing tailored solutions and support to drive customer satisfaction and loyalty.
- Act as the primary point of contact for customer inquiries, issues, and escalations, ensuring timely resolution and follow-up.

#### **3. Business Development:**

- Identify and pursue new business opportunities within the region, including new customer acquisition and expansion of existing accounts.
- Develop and maintain a pipeline of leads and prospects, conducting sales presentations and negotiations to secure new business.
- Collaborate with marketing and product development and creation & application teams to launch new products and promote existing product lines effectively.

#### **4. Team Leadership & Collaboration:**

- Collaborate with cross-functional teams such as marketing, product development, and logistics to ensure timely product delivery and customer satisfaction.

## **5. Market Analysis and Reporting:**

- Monitor market trends, competitor activities, and customer feedback, providing insights and recommendations to senior management.
- Prepare regular sales reports and forecasts, analyzing performance against targets and identifying areas for improvement.
- Present sales updates and insights to senior management and participate in strategic planning discussions.

### **Required abilities & skill sets**

#### **Educational background/ work experience required**

- Bachelor's degree or equivalent education
- Minimum of 7-10 years proven experience as a Regional Sales Manager in a similar industry, preferably in the Flavours industry.
- Previous experience managing and leading a regional sales team or handling key accounts is highly desirable.
- Excellent communication and negotiation skills. You should also have the proven ability to build and maintain long term client relationships
- Ability to foresee and handle potential problems that may arise in relation to the sales and operations of the company.