
JOB DESCRIPTION

Job Title	Regional Sales Manager
Job Holder	Click here to enter text.
Reports to	National Sales Head

1. Job Purpose

- Revenue generation and cost of sales for the ELT vertical in India
- Creation and Tracking of Sales and Collections: Budget & Achievement (variance if any to be tracked)
- Execution of Sales Plan in alignment with the CUP India and Vertical's (Including promotions and reach agenda) in alignment with the CUP India
- Support sales function effectively and ensuring sales capability building for the vertical in India

2. Dimensions

Financial:	To achieve defined targets as per the Annual Operating Plan with the team/without team for all the domestic/Special Projects/overall GM 1 of 65%
Staff:	- 0 to 4 Direct Reportees
Other:	Upto 300 Channel partners, upto 250 ELT Clients and educational institutions

3. Principal Accountabilities

- **Sales Responsibilities:**
 - *Responsible to manage the sales of complete region as defined*
 - *Drive and manage team and be instrumental to cover the designated areas*
 - *Preferably from Publishing background or institutional sales back ground*
 - *Market Intelligence*
 - *Competition analysis*
 - *Relationship Building skills*
 - *Ensure conversion of leads to businesses (sale closure)*
 - *Meet authorities of various educational institutions for business discussion*
 - *Follow up on leads generated by the sales team*

- *Prepare and make product presentations to target audience*

Marketing Responsibilities:

- *Prepare and make product presentations to target audience*
- *Generate leads for exams*
- *Ensure conversion of leads to businesses (sale closure)*
- *Make joint visits with sales team for exams promotion*
- *Meet authorities of various educational institutions for business discussion*
- *Follow up on leads generated by the sales team*
- *Ensure smooth administration of exams*
- *Train CUP staff on exams related tasks and responsibilities*
- *Coordinate with the Delhi Operations team for all exam related issues/services*

Administration Responsibilities:

- *Maintain and share MIS sheet on weekly/monthly basis*
- *Travelling to Universities / trade/ schools and colleges to close deals*
- *Share weekly/monthly business plan and travel plan*

Additional Duties

To carry out any other duties which may be reasonably expected of you by your immediate manager or a senior director.

Press Policies and Procedures

To abide by all Press policies and procedures, as detailed in your contract of employment and the Staff Handbook, e.g. Code of ethics, anti-bribery and corruption, Health and Safety, e-mail and Internet use and standards of behaviour.

4. Context

(a) Operating Environment:	Sales driven environment
(b) Framework & Boundaries:	<p>Sales, Distributors, Marketing, ABC, Internal & External Audit, Operations, IT Governance, Ensuring Product Development at par with global standards, Sales distribution through the distributor with highest ethical standards and governance. Example – structured term sheets & discount structure. Working with enabling functions such as customer service team.</p> <p>Effective promotions and marketing while following CUP governance structure and standards.</p> <p>Working with enabling services such as</p>

	customer service etc
(c) Organisation:	Please see the attachment

5. Relationships

(a) Subordinates:	<p>Frequent communication with reporting manager & immediate reportees if any.</p> <p>Periodic catch up sessions with direct reportees if any for support, motivation and conflict/issue resolutions.</p>
(b) Superior(s):	Click here to enter text.
(c) Other Contacts: Within the company Outside the company	<p>Maintaining a regular and close contact with ELT and Academic Sales</p> <p>Meeting distributors, authors, industry peers and other stakeholders periodically. Conduct author workshops, meet school principals and promoters, policy makers, administrators and key decision makers for print and digital products.</p>

6. Knowledge and Experience

<ul style="list-style-type: none"> • Must have a minimum of 5+ years of experience in Publishing or Digital products business on the sales side • Must have managed annual sales budgets and collections comparable in scale to Education verticals India budgets. • Should have sales management experience in India • Should have sound knowledge of the Indian business markets related to the ELT markets • Experience of working in a matrix organization will be an advantage. • Should have an ability to manage sales, teams. • A track record of fueling business growth will be an added advantage • Sound Business Acumen and problem solving abilities • Positive thinker and can work on deadlines
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7. Job Challenge(s):

<p>Fierce competition with comparable publishers in education space, MNCs who've been operating for longer than CUP in the region as well as local strong players with credible presence in the education space</p> <p>Building reach in schools and education institutions spread across geographies</p>

Lack of future business visibility (of actual sales) in distributor led sales model prevalent in Indian/South Asian market

Discount driven market leading to compromise on GMs and profitability

CUP, recently, has undergone many policy changes to evolve into a more robust, compliant and good governance organisation. However, convincing customers to adhere to policies and work with us within the new guidelines framework has presented few challenges.

8. Additional Information:

Interested Applicants may send their resumes to Mr. Priyank Jha @ priha@cambridge.org