Job Description – National Sales Head

Position Overview

The National Sales Head will be responsible for driving sales growth, achieving revenue targets, and expanding market presence across multiple regions. This role requires a strategic leader with strong business acumen, excellent negotiation skills, and the ability to build and lead a high-performing sales team.

Key Responsibilities

- Develop and implement a comprehensive national sales strategy aligned with business goals.
- Drive revenue growth and ensure achievement of monthly, quarterly, and annual sales targets.
- Identify new market opportunities and expand presence in all assigned regions.
- Build and maintain strong relationships with key customers, distributors, and partners.
- Monitor sales performance and prepare regular reports for management.
- Oversee credit control and ensure timely collections.
- Recruit, mentor, and motivate regional sales teams to maximize productivity.
- Analyze competitor activities and market trends to identify growth opportunities.
- Coordinate with internal teams to ensure smooth order execution and customer satisfaction.

Regions Covered

- Chandigarh
- Punjab
- Haryana
- Jammu
- West Bengal
- Odisha
- Bihar & Jharkhand
- Himachal Pradesh

Qualifications

- MBA (Sales/Business Management preferred) from a reputed institute.
- 7–10 years of progressive experience in sales leadership roles with a reputed organization.
- Proven record of achieving and exceeding sales targets.
- Experience managing teams across multiple regions.

Skills & Attributes

- Excellent negotiation and communication skills.
- Strong leadership and people management abilities.
- Analytical and data-driven decision-making approach.
- Strategic thinking with focus on revenue growth.
- Ability to adapt to changing market conditions.
- Proficiency in CRM systems, sales management tools, and MS Office.

Key Performance Indicators (KPIs)

● Achievement of national sales revenue and growth targets.

● Expansion of market share and customer base in all regions.

● Team productivity and performance metrics.

● Timely collections and healthy debtor management.

● Customer retention and satisfaction levels.