

Job Title: National Sales Manager, Chennai/Bangalore

Company Overview:

Established in 2005 and based in Madurai, Tamil Nadu, this company is a leading automobile dealer and manufacturer specializing in automotive spare parts, including genuine parts for major brands and two-wheeler accessories. With an annual turnover of around ₹40 crores and a workforce of 26–50 employees, it has a strong regional presence and a legacy spanning over 70 years in the automotive sector. Family-owned and actively operating, the business is recognized for consistent growth and quality service.

Job Overview:

We are seeking a dynamic and results-driven National Sales Manager to lead sales efforts across the Southern region. The ideal candidate will have experience handling distributors and retailers, manage a business turnover of ₹100 Cr+, and drive sales operations. This role requires strong leadership skills, the ability to drive new product launches, and the capability to work in a high-growth, competitive environment.

Key Responsibilities:

Regional Sales Leadership:

Lead and manage sales operations across two or more Southern States (Tamil Nadu, Karnataka, Andhra Pradesh, Telangana, Kerala). Ensure regional targets are met and exceeded.

Sales Operations Management:

Oversee beat planning, monitor sales productivity using SFA tools, and analyze Sales MIS to drive team performance.

Distributor and Retailer Management:

Handle distribution processes—primary and secondary—to meet numeric reach and width objectives. Build and maintain strong relationships with distributors and key retailers to drive growth.

Performance Management:

Conduct structured performance reviews for the team. Provide leadership to a team of Sales Managers and frontline sales personnel, ensuring the team remains highly motivated and results-oriented.

Sales Analysis and MIS:

Create and manage detailed MIS reports to track sales performance, identify trends, and make data-driven decisions.

Cost Management:

Drive efficient use of budgets and manage collections effectively while working within tight financial constraints.

New Product Launches:

Successfully introduce new products and initiatives in the market. Ensure excellent execution of product launches, backed by strong market insights.

Market Insights:

Continuously gather insights into the market, customer needs, and competitor activities. Demonstrate a willingness to experiment and adapt based on market feedback.

Qualifications and Experience:

Age: 35-40 years

Minimum 10 years of experience in sales management, with at least 5 years in a leadership role in a regional sales capacity.

Proven experience in handling distributors and retailers with a business turnover of ₹100 Cr+.

Proficiency in Excel and the ability to create and analyze MIS reports to drive sales performance.

Strong leadership skills with the ability to lead and mentor a team of managers and frontline salespeople.

A background in building materials, roofing, electrical switches, or similar industries is preferred.

Experience in a scale-up environment or working with a brand in the early stages of growth is an advantage.

Desired Attributes:

Strong acumen in sales, performance reviews, and distributor management.

Ability to work under pressure and within tight budgets.

Open-minded with a passion for learning and continuous improvement.

Excellent execution skills and a hands-on approach to sales management.

High degree of market insight and the ability to adapt to changing market dynamics.