

Dear Candidate,

Greetings from AnandRathi Ltd!!

We have opening for Team Leader Profile with us

Job Role: Team Leader

### **KEY RESPONSIBILITIES AND ACCOUNTABILITY**

#### **Job Description: Team Management**

- ♣ Manage the gamut of tasks including manpower planning, recruitment, induction and training of Sales Teams
- ♣ Create an environment that sustains and encourage high performance; motivate teams in optimising their contribution levels.

#### **Business Development & Marketing**

- Implementing data collection & analysis, involvement in lead generation & subsequently lead conversion.
- Deploying suitable market research tools to gauge market trends & competitor activities, consumer behaviour etc. to gain the competitive edge.
- Coordinating the work for team members and assigning targets to them.
- Major focus on acquisition of Franchisee & Business Associate for business development.

#### **Client Relationship Management**

- ♣ Interacting & developing rapport with all external/internal constituents of franchisee at all levels; for maximum franchisee retention & achievement of revenues.
- ♣ Maintaining excellent relations with key clients / business groups to generate referrals as well as build avenues for additional business.

#### **New Market Development**

- ♣ Identify new market segments and tap profitable business opportunities.
- ♣ Evolve market segmentation & penetration strategies to achieve product wise targets. Product Promotions/Launches
- ♣ Devise & implement marketing plans & activities for successful launching of new products.
- ♣ Provide direction to execute promotions/launches in sync with local characteristics.
- ♣ Prepare marketing collaterals for the branding of the new product & prepare plan, budget and executing the launch of the products
- ♣ Ensure maximum brand visibility and capture optimum market shares.

#### **Channel Management**

- ♣ Enable business growth by developing and managing a network of business Partners across assigned pan India.
- ♣ Monitor Distribution networks to ensure assigned business targets

- ♣ Guide and train Partners to accomplish set business targets.

### **Key Account Management**

- ♣ Interface with key influencers among Corporate for ascertaining requirements, making presentations and delivering need based product solutions.
- ♣ Ensure speedy resolution of queries & grievances to maximise client satisfaction levels.
- ♣ Maintain excellent relations with clients to generate avenues for further business.

### **Skills-**

- Any graduate or Post graduate in Sales and Marketing with 7 Years plus of experience in franchisee acquisition.
- Great interpersonal skills should be confident & should have high energy levels.
- Ability and experience in selling concepts and business vision
- Should possess strong networking & relationship building skills.
- May have good existing client relationships in the market.

**Kindly reply with updated CV on [akshatasawant@rathi.com](mailto:akshatasawant@rathi.com) if you are interested for the mentioned Job Role.**

Thanks & Regards,  
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