

Parle Agro

Dear Sir,

As per our discussion yesterday over the phone, I'm sharing job description about Growth officer role.

Key Responsibilities: -

1. Focus on all channels to achieve your distribution and display objectives. Always look at the opportunities of opening new accounts
2. To achieve brand wise and SKU wise secondary and primary sales objectives as per the agreed targets and time
3. Break your secondary sales targets - Distributor wise and DSM wise daily, weekly and monthly for execution, efficiency and to monitor the same
4. Brief and sell the monthly promos and targets to all your distributor and DSM. Explain them clearly the objectives and the benefits for them
5. Review the working efficiency of DSMs on daily and weekly basis
6. Review your daily sales progress with your AGM and also the weekly performance of your DSMs
7. Attend all the review meeting and training program to up-grade your knowledge and skills
8. Maintain and develop good business relationship with distributor network and retail accounts. This will help you in conducting your business smoothly

Experience: 0 – 1 years' experience required from FMCG background

Qualification: Any graduation is must

Salary: Up to 1.6 Lakhs + TA&DA + Incentives + ESIC benefits – On roll position

Age: Up to 28 years

Work location: Chennai

Thanks & Regards,

Vijayakumar N | Assistant Manager - HR (TN)

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