

Job Description – General Manager (GM)/Assistant General Manager (AGM) – Sales

Location – Chennai / Bangalore/ Pune

Industry Required- Cooling Tower Company only

Job Summary

The GM/ AGM – Sales will be responsible for driving sales growth, developing strategic business opportunities, managing key customer relationships, and achieving revenue targets for the company's cooling tower business. The role involves handling end-to-end sales activities, including lead generation, technical-commercial discussions, proposal management, contract negotiations, and customer relationship management across various industries such as HVAC, Power, Steel, Cement, Chemicals, Oil & Gas and Industrial Manufacturing.

Desired Candidate Profile

Skills required :-

- 10+ years of experience in Industrial Equipment sales, Cooling Towers, capital goods in sectors like steel, pharma, petrochemicals, sugar, thermal and co. GEN plants or industrial equipment sales.
- Experience in handling large industrial projects and EPC customers.
- Knowledge of Cooling Tower Systems, Heat Rejection Equipment, HVAC Applications, and Industrial Processes.
- Proven track record of achieving sales targets and business growth
- Strategic thinking and problem-solving ability
- Ability to manage long sales cycles
- Excellent communication and presentation skills
- Knowledge of tendering and contract management
- Technical aptitude and ability to understand engineering drawings/specifications
- Strong negotiation and closing skills

Education

- Bachelor's Degree in Mechanical Engineering.
- MBA in Marketing / Sales Management preferred.

Key Responsibilities

Sales & Business Development

- Develop and implement sales strategies to achieve business growth and revenue targets.
- Identify and develop new business opportunities in domestic market.
- Build and maintain strong relationships with consultants, EPC contractors, OEMs, project owners, and industrial customers.
- Generate inquiries and convert them into orders through effective sales planning and execution.
- Prepare annual sales budgets, forecasts, and business plans.

Customer Relationship Management

- Establish long-term relationships with existing and potential customers.
- Conduct regular customer visits and understand project requirements.
- Resolve customer concerns and ensure high levels of customer satisfaction.
- Maintain a strong customer database and monitor key accounts.

Tendering & Proposal Management

- Review customer RFQs, tenders, and technical specifications.
- Coordinate with engineering, estimation, and proposal teams for preparing techno-commercial offers.
- Ensure timely submission of quotations, bids, and tender documents.
- Participate in technical clarifications and commercial negotiations.

Project & EPC Sales

- Work closely with EPC contractors, consultants, and project management teams.
- Track upcoming projects and identify business opportunities.
- Develop relationships with decision-makers in target industries.
- Ensure smooth transition from order booking to project execution.

Market Intelligence

- Monitor industry trends, competitor activities, pricing strategies, and market developments.
- Analyze customer requirements and provide market feedback to management.
- Identify new sectors and applications for cooling tower products and services.

Team Management

- Lead and mentor the sales team to achieve individual and organizational objectives.
- Set KPIs and monitor team performance.
- Conduct training and development programs for team members.
- Foster a high-performance sales culture.

Reporting & MIS

- Prepare monthly sales reports, forecasts, and pipeline reviews.
- Present business performance and market updates to senior management.
- Ensure accurate CRM and sales data management.