

Job Description – Resident Sales Manager

Location- Pune

Experience required – 8+ years

Industry Preference- Cooling Tower

Job Summary

The Resident Sales Manager (RSM) will be responsible for driving sales and business development activities for cooling towers and allied products within the assigned territory. The incumbent will identify new business opportunities, develop strong relationships with consultants, EPC contractors, industrial customers, and end-users, and ensure achievement of sales targets. The role requires a strong blend of technical knowledge, commercial acumen, and customer relationship management skills.

Desired Candidate Profile

Skills required :-

- 8+ years of experience in industrial equipment, cooling towers, HVAC, EPC, or process industry sales.
- Proven experience in sales and business development.
- Strong network with consultants, EPC contractors, and industrial clients.
- Bachelor's Degree / Diploma in Mechanical Engineering.
- Strong technical knowledge of cooling towers and heat rejection systems.
- Excellent communication, presentation, and negotiation skills.
- Ability to read technical specifications, datasheets, and project documents.
- Strong commercial and business development acumen.
- Willingness to travel extensively within the assigned territory.

Key Responsibilities

Sales & Business Development

- Achieve regional sales targets for cooling towers, spares, and related equipment.
- Generate enquiries from industrial customers, consultants, EPC contractors, OEMs, and project developers.
- Identify and develop new business opportunities across sectors such as Power, Steel, Cement, Chemical, Petrochemical, HVAC, Pharmaceutical, Food Processing, and Manufacturing.
- Prepare and implement territory-wise sales plans and market penetration strategies.
- Develop a robust sales pipeline and ensure timely conversion of enquiries into orders.

Customer Relationship Management

- Establish and maintain strong relationships with customers, consultants, contractors, and decision-makers.
- Conduct regular customer visits and technical presentations.
- Understand customer requirements and recommend suitable cooling tower solutions.

- Ensure customer satisfaction through proactive communication and support.

Technical & Commercial Proposal Management

- Review RFQs, tender documents, and technical specifications.
- Coordinate with engineering, estimation, and design teams for preparation of technical and commercial offers.
- Ensure timely submission of quotations and proposals.
- Clarify technical and commercial queries during the bidding process.

Tendering & Negotiation

- Participate in techno-commercial discussions and negotiations.
- Finalize pricing, payment terms, delivery schedules, and contractual conditions.
- Secure purchase orders and maintain profitability targets.
- Monitor competitor pricing and market trends.

Market Intelligence

- Monitor market trends, competitor activities, and emerging business opportunities.
- Gather information on upcoming projects and industrial expansions.
- Provide regular market feedback and business insights to management.
- Maintain an updated database of customers, consultants, and EPC contractors.

Collection & Commercial Follow-Up

- Ensure timely collection of payments and adherence to agreed credit terms.
- Follow up on outstanding receivables and customer approvals.
- Coordinate with finance and accounts teams regarding commercial matters.

Reporting & Documentation

- Maintain accurate records of enquiries, quotations, orders, and customer interactions.
- Prepare weekly and monthly sales reports, forecasts, and MIS reports.
- Update CRM and sales management systems regularly.
- Present sales performance and pipeline status to management.