

JOB DESCRIPTION

**Job Position**: GM– Marketing (Exim)

**Reporting to:** CEO ILP Borkhedi, Nagpur

**Industry:** Logistics

**Job Location:** Nagpur

**Job Type:** Permanent

**Offered CTC :** Upto 25 Lacs

**Required Experience** : 15-16 years

**Job Purpose:** To participate in formulation of marketing, sales and operations strategy at Nagpur, and adjoining industrial areas of Nagpur (“Nagpur Area”) and implement the same on finalization through follow-up and coordination with all internal and external stakeholders.

**Job Involves The Following Linkages:**

**Within the Organization:** Exim sales, Coordination with Operations and other departments.

**Outside the Organization:**

1. Coordinate with all existing customers in Nagpur Area for business development and ensure customer retention.
2. Explore new business avenues in Nagpur Area.
3. Coordinate with shipping lines and customs at Borkhedi.

**Detail description:**

1. Responsible for achieving sales targets and growth.
2. Participate in identifying corporate sales planning and strategies.
3. Lead Exim Sales Team in the Nagpur Area.
4. Able to understand contractual rights & liabilities w.r.t. customers & vendors.
5. Identify and enlarge target Customer Base through adding new Customers/Clients
6. To co-ordinate with Shipping Lines for developing new business.
7. Monitor competitor’s activities (competition mapping) and share with management.
8. Develop market intelligence with regard to logistics trade and share with Management on regular basis.
9. To ensure accurate invoicing and reconciliation for timely payment realization.
10. To constantly interface with operations so as to optimize the turnaround time & increase revenue.
11. Deal with and overcome objections raised by customers.
12. Preparation and submission of proposals to customers.
13. Prepare and conduct corporate presentations and sales meeting.
14. Respond and follow-up on customers’ enquiries and requests.
15. Updation of CRM and other system related software as per requirement of the management.
16. Any other duties as and when assigned by the superiors.