



Kerala Cooperative Milk Marketing Federation

No. CMD/KCMMF/02/2024

March 14, 2024

NOTIFICATION

Kerala Cooperative Milk Marketing Federation, popularly known as MILMA, engaged in the procurement, processing and marketing of Milk & Milk Products invites applications from interest candidates for the positions of **Territory Sales in Charge (TSI) and Area Sales Manager (ASM)** on contract basis.

Interested candidates may apply ONLINE through the website of Centre for Management Development (CMD), Thiruvananthapuram (www.cmd.kerala.gov.in) by satisfying themselves with the terms and conditions of this recruitment. **The initial tenure of appointment will be for one year.**

Schedule of Events:

Start date for submitting online application: 14/03/2024 (10.00 AM)

Last Date for submitting online application: 28/03/2024 (05.00 PM)

Sl. No.	Position	Qualification and experience	Annual Salary	Upper Age Limit (as on 14.03.2024)	Location
1	Area Sales Manager (ASM) <i>Vacancy: 1</i>	<ul style="list-style-type: none">• MBA graduate with a minimum of 7 years' experience in sales• Experience in FMCG sales would be preferred• Excellent sales and negotiation skills• Proven track record of meeting salesquotas• Proficient in all Microsoft Office applications• Excellent management, leadership and organisational skills	Rs.7.5 to 8.4 lakhs(CTC) TA/DA+ Incentives will be extra	45 years	Kerala

Sl. No.	Position	Qualification and experience	Annual Salary	Upper Age Limit (as on 14.03.2024)	Location
		<ul style="list-style-type: none"> • Strong analytical and problemsolving skills • Outstanding negotiation andconsultative sales skills • Excellent verbal and written communication skills • Ability to interact effectively withemployees at all levels of the organisation • Ability to be flexible and adaptable in a fast-paced environment. 			
2	Territory Sales in-Charge (TSI) <i>Vacancy: 5</i>	<ul style="list-style-type: none"> • The candidate must be a MBAgraduate or a graduate in Dairy Technology/Food Technology • They should also have at least 2years of experience in sales • Experience in FMCG sales would be preferred • Aptitude to work in a fast-paced organisation with active listening, negotiation, facilitation and reasoning skills • Only individuals who are fluent inEnglish & Malayalam language should apply • Should be willing to travel • Should be highly active and focussed to bring sales to thecompany • Must have a two wheeler 	Rs.2.5 to 3 lakhs (CTC) TA/DA+ Incentives will be extra	35 Years	Kasaragod-1 Kannur-1 Idukki-1 Kollam-1 Trivandrum-1

Cut-off date for age, qualification & experience criteria is 14.03.2024.

The Roles and Responsibilities of the post are given below

I. Area Sales Manager (ASM)

- Managing, training and providing overall guidance to the sales team of an assigned territory
- Setting reasonable sales targets to be achieved by the sales team
- Monitoring the performance of the sales team and motivating members to meet or exceed sales target
- Establish sales objectives by forecasting and developing annual sales quotas for regions and territories, projecting expected sales volume and profit for existing and new products
- Maintain sales volume, product mix by keeping current with supply and demand, changing trends, economic indicators and competitors
- Manage, develop, coach, control and motivate the sales force to develop their skill to ensure that a high professional standard is achieved and monthly sales target and KPI targets are met.
- Assess the strengths and weaknesses of the sales team and manage the sales program accordingly
- Developing and sustaining long-term relationships with Modern Trade and Key Accounts
- Implementing a sales management process to assist the sales team in identifying and prioritizing key customers and prospects

II. Territory Sales in-Charge (TSI)

- The candidate will be responsible for Sales & Distribution function for a range of value added products.
- Directly responsible for achieving the revenue targets for the territory
- Build, lead and manage the distributor sales team for achievement of revenue targets
- Manage distributors and ensure supply of our products in both rural and urban areas
- Capable of managing both GT and MT distribution
- Introduction and appointment of new Distributor

- Ensure Timely and Accurate MIS Reporting
- Conduct periodic distributor review on the Progress of Business, Weekly, Monthly, Quarterly, and on.

Instructions for Scanning of Photograph & Signature

- Scan the latest photograph of the candidate and upload the same in the space provided in the online application [scanned image shall be less than 200 kB in *.JPG format only].
- Candidate shall make his/her signature on a white paper, scan the same and upload it in the space provided in the online application [scanned image shall be less than 50 kB in *.JPG format only].
- The candidate has to scan his/her full signature, since the signature is proof of identity, it must be genuine and in full: initials are not sufficient. Signature in CAPITAL LETTERS is not permitted. The signature must be signed only by the candidate and may not be by any other person.
- The candidate has to scan and upload CV (in *.PDF format) and all other relevant documents for proof of age, caste, educational qualification and experience in the space provided in the online application [each scanned image shall be less than 3 MB in *.JPG format only].

General Instructions

- The applicants are required to go through the detailed notification carefully and decide themselves about their eligibility for this recruitment before applying online.
- CMD shall not be responsible for any discrepancy in submitting the online application.
- Applicants must compulsorily fill-up all relevant fields of the Online application.
- Incomplete/incorrect application form will be summarily rejected. The KCMMF/CMD under any circumstances will not entertain the information, if any, furnished by the candidate subsequently. Applicants should be careful in filling-up the application form at the time of submission. If any lapse is detected during the scrutiny, the candidature will be rejected even though he/she comes through the final stage of recruitment process or even at a later stage.
- The applicant should not furnish any false, tampered, fabricated information or suppress any material

information while filling up the application form. If the particulars furnished in the Online application form do not tally with the Original documents produced by the Candidate, his/her candidature will be rejected.

- The qualification stipulated for the post must be from a recognized University/ Institute. Those applicants having qualification equivalent to any of the prescribed qualification should submit equivalency certificate issued by the competent authority and without such certificate, their candidature shall not be considered.
- KCMMF/CMD reserves the right to fill or not fill the posts advertised.
- Applicants should have a valid personal email ID and mobile no., which should be kept active till the completion of this Recruitment Process. CMD may send intimation to download call letters for written test/proficiency assessment/interview through the registered e-mail ID. In case a candidate does not have a valid personal e-mail ID, he/she should create his/her new e-mail ID and mobile no. before applying online and must maintain that email account and mobile number.
- The copy of the Appointment letters, Salary Certificates, pay slip etc. will not be accepted in lieu of work experience certificate.

Authorised Signatory