



Position	:	Institutional Marketing & Sales Manager
Years of Relevant Experience	:	5 years in Sales Management.
Academic Background	:	MBA (preferably)
Past Business Experience	:	Marketing, Business Development, Sales in Educational Institutes and MSME's.
Location of Operation	:	Delhi, Gurgaon, Chandigarh, Imphal, Alwar, Vadodara, Lucknow, Vijayawada, Chennai.
Salary	:	To be decided (Company will include ESOP's)

ABOUT THE COMPANY:

Reboot is India's Largest Desktops, Laptops, Smartphones, Mobility Devices and Peripherals Refurbisher, with a Pan-India presence. Today, it operates in 12 States and soon is expanding to 22 States with 220 retail infinity stores by 2017. Reboot is a Microsoft registered refurbisher which provides affordable and "just like new" products through its online and offline stores along with one year warranty. Its growth has been phenomenal and Reboot has taken the nation by a storm!

SUMMARY:

Person will be responsible for relationship building, generating new business opportunities by identification & mapping of Potential Institutional Customers and also be responsible for Product & Brand awareness amongst the Institutional Customers. You are expected to be forward thinking, strategic, hands-on professional with a broad background in leadership of the sales function, ideally in the broader public sector. You have to display exceptional abilities in understanding strategic and customer needs. The potential sales can take place in schools, educational institutes, Cyber café, MSMEs etc.

PRIMARY RESPONSIBILITIES:

- In consultation with the Zonal partners and CEO's execution, accomplishing business development activities by researching and developing marketing opportunities and plans; implementing sales plans; managing staff.

- Achieves marketing and sales operational objectives by contributing marketing and sales information and recommendations to strategic plans and reviews; preparing and completing action plans; implementing production, productivity, quality, and customer-service standards; resolving problems; completing audits; identifying trends; determining system improvements; implementing change.
- Meets marketing and sales financial objectives by forecasting requirements; preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.
- Reach out to companies, schools, Startups, MSMEs and Mid-Sized Companies to create awareness about Reboot and its Products & Services.
- Accomplishes marketing and sales objectives by planning, developing, implementing, and evaluating advertising, merchandising, and trade promotion programs; developing field sales action plans.
- Identifies marketing opportunities by identifying consumer requirements; defining market, competitor's share, and competitor's strengths and weaknesses; forecasting projected business; establishing targeted market share.
- Improves Refurbished product marketability and profitability by researching, identifying, and capitalizing on market opportunities.

REQUIREMENTS:

- **Leadership:** Successful track record as a Marketing & Sales leader, demonstrated through progressive management experience in a range of complex organizations.
- Extensive experience in all aspects of Supplier Relationship Management.
- Proven track record in managing a highly skilled, motivated, successful and result-oriented sales force.
- **Relationship Building and Engagement:** Demonstrated ability to build high levels of credibility within diverse work groups by implementing effective engagement strategies as well as the ability to develop productive and sustainable partnerships with a range of key stakeholders.
- **Communication & Interpersonal Skills:** Effective interpersonal and both oral/written communication skills. Ability to succinctly present information including management reporting, presentations and consensus building.
- Strong understanding of customers and market dynamics and requirements.
- Proven Leadership and ability to drive sales team.

REPORTING

: CEO, Reboot Systems India Pvt Ltd