



Job Description

Organisation: **Karadi Path Education Company Pvt. Ltd.**

Karadi Path Education Company is an associate of Karadi Tales, Tinkle and Amar Chitra Katha, brands that have shaped childhoods for several decades and won worldwide acclaim. For over 15 years, the company has intensely researched language pedagogy based on the mother tongue learning process and the distinctive Indian experience of multi-lingualism.

Karadi Path is a unique, creative pedagogy for language learning in the classroom that is easy, enjoyable and effective.

Title: **Senior Area Sales Manager** Location- **Delhi/Mumbai** Salary – **8 LPA**

Responsibilities:

- ❖ Working with Territory Sales Manager (TSM)/Area Sales Manager (ASM), to map the institutions in the assigned territory, create a promotional plan, strategise and execute by thinking differently to achieve the set MBOs individually and collectively.
- ❖ Identify prospects and promote a concept which is critical to the academic performance of students.
- ❖ Make power packed presentations to parents, teachers, educators and decision makers in schools and colleges to influence them to adopt path-breaking practices.
- ❖ Enables the TSM/ASM to perform by monitoring Daily Field Reports (DFR). She/He will analyse, provide guidance, solutions and support for TSM/ASM to perform.
- ❖ Support the delivery and effectiveness of the Karadi Path programme in the geography assigned and ensure positive feedback by co-ordinating with Trainers.
- ❖ Has an eye on market trends and executes marketing activities with the support of Sr. ASM or ASM/RSM/HO.
- ❖ Liaise with Regional Manager (RM) and ensure administrative procedures are met on time.
- ❖ Files her/his Daily Field Report by the same evening. Ensure all the other reports such as attendance, local travel allowance and travel expense statements are submitted on time.

Qualifications:

The ideal candidate:

- ❖ Is a graduate with or without a MBA in sales and marketing.
- ❖ Dynamic, self-motivated person and a quick learner with the ability to plan, strategise, execute and think differently with a strong track record of performance.
- ❖ Has good proficiency of spoken and written English with ability to think out-of-the-box.
- ❖ Capable of doing power packed presentations to heads of institutions and teachers.
- ❖ Market knowledge is a requisite.
- ❖ Working knowledge of Ms- Office is a must.

Due to the nature of work, the applicant must be willing to travel extensively in the assigned territory.

Interested candidates send their CVs at jobs.shortlisting@gmail.com with Subject line "Senior Area Sales Manager" last date 17th June 2019



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Title: **Junior Sales Manager** **Location- Chennai** **Salary – 4.5 to 5 LPA**

Responsibilities:

- ❖ To map the institutions in the assigned territory, create a promotional plan, strategise and execute by thinking differently to achieve the set MBOs individually and collectively.
- ❖ Identify prospects and promote a concept which is critical to the academic performance of students.
- ❖ Make power packed presentations to parents, teachers, educators and decision makers in schools and colleges to influence them to adopt path-breaking practices.
- ❖ Enables the TSM/ASM to perform by monitoring Daily Field Reports (DFR). She/He will analyse, provide guidance, solutions and support for TSM/ASM to perform.
- ❖ Support the delivery and effectiveness of the Karadi Path programme in the geography assigned and ensure positive feedback by co-ordinating with Trainers.
- ❖ Has an eye on market trends and executes marketing activities with the support of Sr. ASM or ASM/RSM/HO.
- ❖ Liaise with Regional Manager (RM) and ensure administrative procedures are met on time.
- ❖ Files her/his Daily Field Report by the same evening. Ensure all the other reports such as attendance, local travel allowance and travel expense statements are submitted on time.

Qualifications:

The ideal candidate:

- ❖ Is a graduate with or without a MBA in sales and marketing.
- ❖ Dynamic, self-motivated person and a quick learner with the ability to plan, strategise, execute and think differently with a strong track record of performance.
- ❖ Has good proficiency of spoken and written English with ability to think out-of-the-box.
- ❖ Capable of doing power packed presentations to heads of institutions and teachers.
- ❖ Market knowledge is a requisite.
- ❖ Working knowledge of Ms- Office is a must.

Due to the nature of work, the applicant must be willing to travel extensively in the assigned territory.

Face to Face interview on 17th June 2019 at 3 PM Location Chennai

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