

Marconix Sales Solutions Private Limited

<https://marconix.in/job/state-manager-gwal-hyd/>

State Manager – Gwal HYD

Description

Job Opening: Area Sales Manager (ASM)

Company: Gwal Spices

Location: Hyderabad

Employment Type: Full-Time

Industry: FMCG – Spices & Masala

About The Role

Gwal Spices is looking for an experienced and result-oriented State Manager / Area Sales Manager (ASM) to lead our Hyderabad market expansion. The role involves distributor development, team management, retail market execution, and achieving primary & secondary sales targets.

Key Responsibilities

- Plan and execute territory sales strategy.
- Appoint and develop new distributors.
- Lead, coach, and monitor a team of Sales Officers.
- Achieve monthly primary & secondary sales targets.
- Review daily field activities and market coverage.
- Monitor retailer onboarding and market expansion.
- Ensure merchandising visibility across assigned outlets.
- Conduct weekly performance reviews and market visits.
- Support collection and distributor relationship management.
- Submit sales reports and market intelligence updates.

KPI / Performance Indicators

- Appoint distributors per monthly plan,
- Achieve 100% distributor rebilling
- Meet monthly primary sales targets
- Achieve territory secondary sales targets
- Ensure 95%+ merchandising compliance
- Monitor team productivity and retail coverage
- Drive new retailer activation
- Review daily reporting and DSR submissions

Candidate Requirements

- Graduate in any discipline (MBA preferred).
- 2–4 years of any FMCG General Trade sales experience.
- Experience in distributor appointment and handling.
- Strong team management and leadership skills.
- Good knowledge of Hyderabad retail market.
- Excellent communication and negotiation skills.
- Must own a two-wheeler with a valid driving licence.

Salary

Hiring organization

Marconix Sales Solution Private Limited

Employment Type

Full-time

Job Location

Hyderabad, Hyderabad, Telangana, India

Date posted

September 21, 2026

Up to 35,000+Variables+Incentives+Travel Allowance

Pay: Up to ₹35,000.00 per month

Benefits:

- Health insurance

Work Location: In person