DESAI BROTHERS LTD

# Job Description

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| **Designation** | SFA Coordinator | **Role Holder Name** | |
| **Department** | Sales Support | **Grade** | C2/C3 |
| **Location/HQ** | Jaipur | | |
| **Immediate Superior (Designation)** | DY. Manager-Sales Capability | | |
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## Key Responsibilities

- Responsible for supporting field sales operations through effective coordination, monitoring, and optimization of SFA data, and processes.
- Develop analyses and documentation of Sales reports in a collaborative way, communicating effectively and efficiently with managerial teams.
- Evaluate various Sales reports (weekly,monthly and quarterly) & track users issue status.
- Responsible for maintaining data hygiene of routes and outlets in SFA along with timely activation & deactivation of users.
- Train sales teams on the usage of the SFA tool and ensure its adoption.
- Coordinate with the software vendor for timely resolution and rectification of errors.
- Ensure smooth execution of field activities
- Ensure data accuracy and integrity across all sales records.

## Key Interactions

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| Internal Interactions : | External Interactions : |
| Sales Team | SFA Software Vendor |

## Knowledge, Skills & Experience

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| **Required Qualification:** | Bachelor's Degree in Business Administration or related Field |
| **Required Skills & Competencies:** | **Relevant Experience**<br>*Advanced MS - Office<br>*Strong data analysis<br>*Basic knowledge of sales<br>*Team-oriented with a proactive approach<br>*High attention to detail and accuracy. |