Profile Description: Manager / Sr. Manager – BD - Biocides

Level: Upto Sr. Manager – M 2

Reporting to: General Manager – BD (In absence of this position to the COO)
R**eportees :**

Back End Sales Executives – Collections and Despatches

Qualifications:

1. MSc – Microbiology / Organic Chemistry – Basic Qualification
2. MBA – Marketing – Added Qualification

Requirement of Prior Experience

- 7 – 10 years' experience in Business Development and Sales of Biocides.
- Samples Companies : Clariant, Lanxess, Arxada, Melzer

Role Overview:

- This position will be overall responsible of NBD and Sales of Biocides

Outcomes Expected

1	**Preparation and Finalisation of Business Plan for Biocides** – Including Market Mapping, Competitive Landscaping, End Segment Analysis, Excel's positioning in the biocides business, offerings which Excel should make and consolidating all these analyses and information into a comprehensive business plan.
2	**Execution of the business plan** to establish Excel as a significant player in the Biocides business and achieve the revenue targets as per the business plan
3	**New Product Launch** – Biocide Technicals and Formulations as per the business plan
4	**New Customer Acquisition** –Introduction of Excel offerings to the customers, completion of product qualification with the customer and conversion of the customer into a regular one for commercial sales
5	**Customer Satisfaction** – Understanding the customer needs, offering the most suitable solution to take care of the customer problems, coordinating with technical team for solving problems at customer end / technical troubleshooting,
6	**Customer Relationship Management**
7	**Sales and Receivables Management** (Till the time the business reaches a critical mass to justify a dedicated sales team) - Achieving Sales Targets, Achieving targets w.r.t. Market Share, Achieving DSO Targets

Skills and Competencies

1	**Domain Knowledge** – Broad understanding of the end market segments and the role of Biocides in these segments, Specific Biocides used for various end segments, Chemistries involved and the merits and demerits of these chemistries, Competitive Landscape, Emerging trends in the Biocides Industry,	3
2	**Technical Knowledge** – Knowledge of Microbiology and Chemistry, Analytical Methods, Formulation Technology	2
3	**Communication Skills**	3
4	Collaborative Working	3
5	Perceptual Acuity	3
6	Learning Mindset	4
7	Execution for Results	3
8	Contextual Decision Making	3
9	Value Creation	3
10	Relationship Management and Networking Skills	4

Explanation of the Ratings

Rating Level	Rating Description	Explanation
1	Novice	Basic Knowledge - No experience
2	Beginner	Conceptual Knowledge - Limited experience
3	Practitioner	Practical Application
4	Advanced	Applied Theory – Consistent results
5	Expert	Recognised Authority – Acts as a coach

Knowledge , Skill and Competency Matrix:

S.No	Required Knowledge & Skill Matrix	Minimum Level Required (Rating)	Description of the Minimum Level Required
1	Knowledge of Functional Processes in an Organisation	2	Basic – Beginner – Conceptual Knowledge and Limited Experience.
2	Knowledge of Finance - Financial Ratios, Basic Concepts – Discounted Cash Flow (DCF), Net Present Value (NPV), Internal Rate of Return (IRR)	2	Basic - Beginner – Conceptual Knowledge and Limited Experience
3	Knowledge of Statistics and Application of Statistical Tools	2	Basic - Beginner- Conceptual Knowledge and Limited Experience
4	MS Excel	4	Advanced – Applied Theory and Consistent Results
5	Contextual Decision Making	2	Basic - Beginner – Conceptual Knowledge and Limited Experience
6	Communication Skills	3	Practitioner – Practical Application
6	Presentation Skills	4	Advanced – Applied Theory and Consistent Results
7	Collaborative Working	2	Basic - Beginner – Conceptual Knowledge and Limited Experience

8	Learning Mindset		3	Practitioner – Practical Application
9	Technology Orientation		3	Practitioner – Practical Application
10	Data Management and Handling Skills – Ability to Structure Data in line with the information required / decision making parameters, analyse the data to spot patterns and emerging trends, understand the critical action points based on the analysis of the data, look at the data from different points of view, spot the contradictions in the data and reconcile the same, , validate the data and present / communicate the final analysis to stakeholders		3	Practitioner – Practical Application
11	Commercial Acumen – Understanding of Commercial Terms – Pricing Terms, Delivery Terms, Customs Duty Calculations and applying the same in arriving at landed cost at INR terms, Exchange Rate Dynamics, Credit Terms and applying the credit term data to arrive at comparison of Total Cost of Purchase / Total Cost of Acquisition (TCP / TCA decisions)		2	Basic - Beginner – Conceptual Knowledge and Limited Experience