

**Template Revision History**

Revision No.	Revision Date	Prepared By	Reviewed By	Approved By
0	_	Anju Datta	Anju Datta	Mgt/Head HR

Affected Section & Reason/Summary for Change

New Release

FOR : HRD : JDF : 030 : 00 : 25.03.2021

**Job Description Form**

No	Field Name	Field Content
1	Position Request Ref No	VISTA/HR/JD/2022/038
2	Date	8/23/2023
3	JD Prepared By	Munish Sharma
4	Position Name	Manager/Senior Manager BD, Sales & Mkt
5	Grade / Designation	Manager/Senior Manager
6	No. of Openings (Only numeric values)	1
7	Function / Domain	BD, Sales & Mkt
8	Qualifications	B. TECH Electronics & Communication , Added education-MBA
9	Desired Experience Level (in years)	12-17 Years
10	Age	30-40 Years
11	Reporting To	VP BD, Sales & Mkt
12	Job dimensions / Span of Control	
13	Place of Posting (Name of City Only)	NOIDA
14	Additional Information	
15	Role Objectives (50 words max)	Taking care of Business Development, Sales & Marketting activities.
16	Key Responsibility Areas (KRAs) Financial: Customer: Process: People:	<p><b>To assist in developing and implementing a strategic business plan that expands company's customer base and ensures strong presence across the region.</b></p> <p><b>To assist in market analysis and research on competition towards developing pricing approach and Business case for new products. Understanding market trend &amp; market potential through primary and secondary market research for development of new products &amp; advancement in existing products.</b></p> <p><b>To assist prospective customers in drafting technical specification of RFP as technical guide to ensure that we are in position participate with the viable products and solutions within VISTA's Scope.</b></p> <p><b>Assist in capturing customer requirements, evaluate / study the technical requirements and draft complete solution in consultation with R&amp;D team.</b></p> <p><b>Timely tracking of RFPs/RFIs from portals and follow-ups to ensure opportunities are not missed.</b></p> <p><b>Assist in preparation of techno-commercial proposals &amp; work on Cost sheets. Submit response to Tenders, RFI, RFPs and EOI. Follow up of submitted responses, attending various Pre-bid meetings, TEC etc.</b></p> <p><b>To assist in creating sales forecast data, analysis reports and business plan for the current and next Financial Year.</b></p> <p><b>Handling all communication and relation building activities, preparation of presentations, marketing events, Client relationship building &amp; retaining.</b></p> <p><b>Design &amp; execute market penetration strategy, End to End Customer Communication, Promotional activities to ensure larger reach to existing &amp; new customers prospects.</b></p> <p><b>Assist in drafting and reviewing contractual documents like MoUs, NDA, Partnership Agreements, Contracts, Purchase Orders etc.</b></p> <p><b>Must have worked with DRDO, BEL, CABS, MOD, Defence PSUs, TASI,TATA and L&amp;T etc defence gaints for business</b></p>
17	Key Performance Indicators (KPIs)	Target Acheivement Cost Effectiveness
18	Preferred Sources (Preferred Industry Background)	Defence, Aerospace
19	Preferred Sources (Preferred companies)	HCL Defence, Mahandra Defence,Data Patterns, Trident Infosol, Alpha Design , Thrikasa Futura Automation ,Paras Defence & Space Technologies Ltd., Dynalog, Astra microwave,Any Defence manufacturing company into console, displays and inertial navigation systems sale etc.