

# **Job Description for Area Sales Manager**

**Company:** AE Connect India Pvt. Ltd.

**Location(s):** Telangana, Kerala, Tamil Nadu, Andhra Pradesh, Karnataka

## **About AE Connect**

AE Connect India Pvt. Ltd. is a trusted name in the field of **Active & Passive Networking Solutions**, offering a wide portfolio of **PoE Switches, Structured LAN Solutions, and Fiber Products**. With a strong focus on innovation, reliability, and customer satisfaction, we are committed to delivering networking solutions that enable seamless connectivity across industries.

## **Position Overview**

We are seeking a highly motivated and results-driven **Area Sales Manager (ASM)** to strengthen our channel network, expand market presence, and drive revenue growth in the assigned region.

## **Key Responsibilities**

- Deliver the assigned **annual sales target**
- Drive sales of **active and passive networking products** under the **AE Connect brand** through distributors, channel partners, and key accounts.
- Establish and promote **AE Connect as a leading networking brand** in the assigned territory.
- Build, manage, and sustain strong relationships with channel partners, distributors, and end customers.
- Collect and analyze **market feedback and intelligence** to support strategic decision-making.
- Ensure **timely payment collection** from distributors to maintain financial discipline.
- Conduct **product presentations, training, and demonstrations** to enhance brand adoption and partner engagement.
- Monitor competitor activities, industry trends, and market shifts to identify opportunities and risks.
- Prepare accurate **sales forecasts, reports, and performance metrics** for management review.
- Collaborate with internal teams (marketing, technical support, and operations) to ensure smooth execution of sales strategies.

## **Desired Skills & Competencies**

- Strong communication, negotiation, and relationship management skills.
- Proven ability to engage stakeholders at all levels.
- Proficiency in **MS Office Suite** (Excel, PowerPoint, Word).
- Self-motivated with the ability to work independently and meet targets under pressure.
- Analytical mindset with strong problem-solving skills.

- High level of professionalism, integrity, and customer focus.

## **Qualification & Experience**

- **Education:** Graduate in Business, Marketing, Engineering, or related field. (MBA preferred but not mandatory)
- **Experience:** 3-5 years in **Channel Sales / Area Sales** within IT Hardware, Networking Solutions, or CCTV/ IP SURVEILLANCE.
- Experience in managing distributors, system integrators, and resellers is required.

## **Other Requirements**

- Willingness to travel extensively across the region for partner and client meetings.
- Knowledge of **networking products and technologies** will be an added advantage.

## **What We Offer**

- Opportunity to work with a **leading Indian networking solutions provider**.
- A dynamic and collaborative work environment.
- Competitive compensation with performance-based incentives.
- Career growth and skill development opportunities.

 Interested candidates can share their updated resume with the subject line “Application for Area Sales Manager” at [info@aeconnect.co.in](mailto:info@aeconnect.co.in)