

Job Description- Deputy Manager “New Channel Development”

Job ID	:	YM-015-11-25
Designation	:	Deputy Manager
Role	:	New Channel Development
Department	:	MI Sales
Location	:	Gurugram

Key Responsibilities

Sales Channel Development

- Develop and onboard new sales channels such as Government Tenders, Non-Music Retailers (e.g., mobile shops, toy stores), and Regional Local Chain Stores (LCS) to expand market reach and drive sales growth.

Government Sector

- Research and track tender opportunities across sectors such as Indian Defence, schools, hotels, and other institutions.
- Prepare compliant bids, cost proposals, and accurate technical documentation.

Non-Music Channel Development

- Develop new channels such as large toy retailers, mobile shops, consumer electronics stores, and home appliance channels.
- Design channel-specific product assortments and promotional plans.
- Conduct store visits, product demonstrations, and in-store training sessions for retail staff.

Local Chain Stores (LCS)

- Identify regional chain stores (e.g., supermarkets, department stores) for business expansion.
- Present product range plans, secure shelf space, and manage product listings.
- Analyze sales performance and inventory turnover; recommend and implement corrective actions.

Candidate Requirements

Technical & Functional Skills

- Proven track record of winning government tenders or managing large retail/key accounts.
- Strong negotiation, presentation, and relationship-building abilities.
- Willingness to travel and perform field activities.
- Basic knowledge of GST, e-procurement portals, and retail merchandising.
- Analytical mindset with proficiency in Excel and basic BI tools.

Soft Skills

- Excellent communication and interpersonal skills.
- Strong problem-solving and decision-making abilities.
- Ability to work independently and manage time effectively.
- High level of adaptability and willingness to learn new processes.
- Collaborative attitude with the ability to work cross-functionally with internal teams.
- Detail-oriented with strong organizational skills

Experience: Minimum 10 to Maximum 12 Years of Experience with a minimum of 8 to 10 years of relevant Experience.

Qualification: Any Post Graduation

How to Apply:

Please send your resume/CV to hadmin-smb@music.yamaha.com and must mention the Job ID given above, in the subject line and share the following details:

- Current CTC
- Notice Period
- Location Applied for
