

Manager – Key Account Farming

About us

GRG India is a SAAS company providing products in incentive and reward management. Our SAAS product - "My Incentives" helps companies engage and incentivize their Sales teams, customers, and channel partners. Our clients include some of India's top brands across BFSI, FMCG, Construction, IT, Agro Chemicals, and Automotive industries.

'My Incentives' is a b2b, no-code enterprise SaaS product. We automate the end-to-end sales and channel incentive process, typically for large companies with 2,000+ member strong frontline and channel sales teams.

Specifically, we keep our clients' brands and sales top of mind for the sales and channel sales reps via:

1. Automating the admin hassle of executing and calculating sales incentives Our sophisticated, real-time engine ingests and transforms the data and calculates incentives in real time
2. Gamifying and motivating front line and channel sales teams
3. Providing visibility to the regional sales leadership
4. Driving zero leakages and zero fraud in incentive payouts

As Manager for Key Account Farming, you would be responsible for managing and nurturing relationships with clients and driving business growth. You will be responsible for revenue growth, more specifically, identifying, developing and closing new opportunities within key client groups. In addition to having a successful track record in business acquisition working with middle and senior level management, you will also demonstrate a proactive approach to building new relationships.

Reports to

Head of Sales and Strategy

Best things about the job

- Work in a rapidly evolving industry where new generation Loyalty & Incentive solutions have a huge impact.
- Contribute to shaping our product road map and in bringing product vision to life.

Measures of success

- Achieving desired business growth in Key accounts.
- Nurturing trustworthy relationships with clients and other internal and external stakeholders.

Responsibilities of the role

- Account Growth: Identify new opportunities with Key client groups. Understand client requirements, conduct impactful demos, design fitting program structures, and deliver detailed ROI analyses to ensure success.
Client Management: Strong interpersonal and communication skills to build trust-based relationships with key stakeholders.
- Market Insights and Competitor Analysis: Keeping abreast of industry trends, market dynamics, and competitor activities
- Cross-Functional Collaboration: Collaborate with Sales and Servicing teams to uncover challenges and provide tailored solutions.
Work Closely with Product & Technology teams to shape roadmaps, align on development, and cover diverse use cases.

What you will need

- Must have been exposed to B2B sales and concept sales with a keen sales and marketing acumen.
- Bachelor's degree (or higher) in Business Administration or relevant discipline.
- 4-6 years of experience in CRM, Reward, Loyalty and Incentive domain.
- Relevant experience in Farming and Key account management.
- Ability to develop strong relationships to build either an industry or functional network.
- Experience coordinating with internal project teams and senior managers to ensure growth of new business.
- Excellent interpersonal communication Fluent in English, both written and oral.
- Negotiation skills, resource stewardship and an ability to handle chaos
- Keen market insight to prompt market needs, develop new solutions and services.
- Technology mindset and data driven approach to formulate new age solutions.