

Candidate Brief

**Area Sales Manager – Southern
India
Bangalore, India**

January 2017



CABI BACKGROUND

CABI (www.cabi.org) is a not-for-profit development-led organization supported by a solid scientific research base and a world class publishing service. Our mission is to improve people's lives worldwide by providing information and applying scientific expertise to solve problems in agriculture and the environment. Our work increases food security and protects biodiversity.

We have over 500 staff based in 16 countries. We have offices in Brazil, China, Ghana, India, Kenya, Malaysia, Pakistan, Switzerland, Trinidad & Tobago, the UK and the USA.

CABI is an intergovernmental organization that can trace its origins back to 1910. Our mission and direction are influenced by government representatives from our 48 member countries who help guide the activities we undertake. These include scientific publishing, development projects and research, and microbial services. We are also leading a major new initiative, Plantwise, which aims to improve food security and the lives of the rural poor by reducing crop losses.

CABI's Knowledge Business

We produce key scientific publications for the global research community, including CAB Abstracts, the world-leading database covering agriculture and environment, and Global Health - the definitive bibliographic database for public health information. We also publish multimedia compendia, books, eBooks and full text electronic resources aiming to further science and its application to real life. Our Knowledge Business also supports our international development mission with the creation of innovative information solutions and appropriate technologies to transfer knowledge to farmers and extension workers. Behind each of our products is a team of subject specialists committed to delivering the most relevant and authoritative information to users worldwide.

Development projects and research

Our staff research and find solutions to agricultural and environmental problems. We use science, information and communication tools to help solve issues of global concern. Our work is arranged around four core themes:

- **Commodities** – we work to enable smallholder commodity farmers to compete in global markets. We diagnose and control plant pests and diseases, and help farmers get a better price for their crops. We work on crops such as coffee, cocoa, wheat, rice and cotton.
- **Invasive species** – we are helping to reduce the spread and impact of invasive weeds such as Japanese Knotweed, water hyacinth and insects such as coffee berry borer and cocoa pod borer. We also advise countries at a policy level about agriculture, trade and the environment.
- **Knowledge for development** – we work with farmers, extension workers, researchers and governments to deliver agricultural knowledge and develop communication strategies and systems.

Microbial services

We manage one of the world's largest genetic resource collections, the UK's National Collection of Fungus Cultures. We conduct microbiological identifications, provide cultures for sale, and offer preservation and consultancy services. We are also screening our collection, looking for natural products such as antibiotics, vitamins and enzymes.

Plantwise

Plantwise is a global programme, led by CABI, to increase food security and improve rural livelihoods by reducing crop losses. Sustainable networks of local plant clinics provide farmers with practical plant health advice, reinforced by the Plantwise Knowledge Bank, an online gateway to plant health information. Working in close partnership with relevant actors, Plantwise strengthens national plant health systems from within, enabling countries to provide farmers with the knowledge they need to lose less and feed more. www.plantwise.org



THE ROLE

Job title:	Area Sales Manager, Southern India
Grade:	Hay Band 4
Reporting to:	General Manager – Sales, South Asia
Direct reports:	No direct reports
Key peer group:	Plantwise Knowledge Coordinator, ASMs in the Commercial Team
Location:	Bangalore

Purpose of the role

Develop sales in the named areas for CABI's publishing products. Plan, direct and control territory sales strategies and tactics to exceed targets under the direction of GM (Sales).

Key Accountabilities

- Handle sales of all of CABI's publishing products in southern India and deliver on set targets for the territory
- Identify, develop and close new business and scout for alternative revenue opportunities
- With GM (Sales), be alert to competitors and opportunities for developing new revenue streams, and identify and respond to threats to core business
- Initiate focused expansion of new market sectors, notably corporate, government, sponsored and consortia
- Submit timely and accurate reports of sales activities in the territory to GM (Sales) regularly
- Manage relationships and direct activities of third party sales, stockholding and distribution agents
- Assess and appoint new distributors as necessary in consultation with GM (Sales)
- Evaluate and make recommendations for resources applied to sales activities
- Represent CABI during sales trips and exhibitions/conferences in the territory
- With the GM (Sales), assist with changes to CABI sales policies, terms and conditions
- Create new business pipeline routinely using CRM for all of CABI products in the region
- Ensure renewals are retained from existing clients through a robust renewal retention strategy
- Generate new business from the corporate market of the region
- Develop new non-traditional market verticals for CABI products in the region
- Effectively manage, develop and grow the journals, eBooks and databases business of CABI in the region maximising revenue growth and profitability



PERSON SPECIFICATION

The ideal candidate would be expected to work as part of the steadily growing south Asia sales team. The ASM, Southern India will play a key role as a member of the CABI's steadily growing sales force in South Asia by being responsible for increasing CABI's revenues in southern India by growing existing accounts and developing new business. Her/She will ideally have a proven track record of successful sales management in the life sciences research market in southern India.

Knowledge & Skills	REQUIRED	DESIRABLE
	<ul style="list-style-type: none"> Excellent written and spoken communication in English and at least one south Indian language, interpersonal and negotiation skills with a flair for sales 	A good grasp of Kannadiga and one or more other south Indian languages like Tamil, Telgu, Malyalam spoken in Southern India
Education & Qualifications	REQUIRED	DESIRABLE
	<ul style="list-style-type: none"> Graduate-calibre sales professional/MBA 	<ul style="list-style-type: none"> Academic background in environment/life sciences
Personality Characteristics	REQUIRED	DESIRABLE
	<ul style="list-style-type: none"> Highly-organised, honest, hardworking, accountable, resourceful team player Ability to assess situations quickly and act accordingly – 'think on your feet' Self-starter, self-motivated, capable of working in isolation 	
Experience	REQUIRED	DESIRABLE
	<ul style="list-style-type: none"> STM publishing International sales channels Demonstrable experience of sales management, ideally of about 2-5 years in STM at entry level Experience of online STM products, especially databases Demonstrable experience of working as part of a distributed team 	<ul style="list-style-type: none"> Working in a cross-cultural environment – pan India and international Practical experience in working with external collaborators and partners
Special Circumstances	REQUIRED	DESIRABLE
	<ul style="list-style-type: none"> Able to travel extensively within region with occasional international travel 	



EQUAL OPPORTUNITIES

CABI is an equal opportunities employer and welcomes applications from candidates irrespective of age, gender, race, colour, nationality, ethnic or national origin, disability, religion, sexual orientation or marital status. No applicant will be disadvantaged by conditions which cannot be shown to be justified and selection will be based on merit.

By taking the [CABI Equal Opportunities Survey](#) you will be helping us to follow best practice recommendations that employers should monitor selection decisions to assess whether equality of opportunity is being achieved. Please follow the link to take the survey.

(If the link does not work please cut and paste the following URL into your web browser http://www.surveymonkey.com/s/CABI_Equal_Opportunities_Survey)

The information in the survey will be treated as confidential and used for statistical purposes only, forming no part of the selection process. This information will be received separately from your application.

SECONDMENT

This role may be filled on secondment from the corporate sector or from other large international development organisations. To discuss a secondment opportunity, please contact Neil MacIntosh, HR Director, at n.macintosh@cabi.org

HOW TO APPLY

To apply please send a covering letter detailing how you meet the candidate profile and a full CV quoting Job Reference 55/2016 to recruitment@cabi.org Please state where you saw this advertisement.

