

Job Description: Area Sales Manager (ASM) – Bookbinding Machines & Adhesives

Position Overview

Bindwel, part of the Bindwel–Stelda Group, is seeking a dynamic and execution-oriented **Area Sales Manager (ASM)** to manage a defined state or major territory within a state.

The ASM will be responsible for driving growth across:

- Bookbinding machines
- Adhesives
- Service opportunities
- Key customer development
- Reseller engagement

within the assigned geography.

The role combines:

- field sales,
- relationship management,
- pipeline development,
- technical-commercial discussions,
- and territory growth planning.

The ASM acts as the critical bridge between:

- customers,
- regional leadership,
- service teams,
- and the Bindwel solution ecosystem.

Key Responsibilities

1. Territory Sales & Revenue Growth

Drive territory growth across:

- Bookbinding machines
- Adhesives
- Spare parts and AMC opportunities
- Automation and upgrade opportunities

Meet and exceed assigned targets for:

- revenue,
- profitability,
- customer acquisition,
- and pipeline generation.

2. Customer Development & Relationship Management

Develop strong relationships with:

- printers,
- publishers,
- book manufacturers,
- production heads,
- and purchase teams.

Regularly engage customers to:

- understand production challenges,
- identify improvement opportunities,
- position Bindwel solutions.

Manage:

- existing customers,
- dormant accounts,
- and new prospects.

3. Sales Pipeline Management

Actively drive opportunities through the defined sales pipeline:

- Need Analysis
- Value Proposition
- Meetings
- Demo / Trial
- Quotation
- Negotiation
- Closure

Ensure:

- CRM discipline,
- opportunity tracking,
- next-action planning,
- and timely progression of deals.

Maintain healthy pipeline coverage aligned with territory targets.

4. Adhesives Business Development

Develop adhesive business through:

- direct customers,
- reseller support,
- adhesive trials,
- application discussions,
- and productivity improvement conversations.

Track:

- adhesive consumption trends,
- competitor penetration,
- conversion opportunities.

Coordinate with:

- application specialists,
- service teams,
- and adhesive experts.

5. Demo, Trial & Customer Engagement

Coordinate and support:

- machine demonstrations,
- adhesive trials,
- customer factory visits,
- reference site visits.

Work closely with:

- service teams,
- BindRight specialists,
- application engineers
for strategic customer engagement.

6. Collaboration & Territory Coordination

Work closely with:

- Regional Sales Manager,
- Service teams,
- Reseller network,
- CRM and Program teams.

Support:

- customer issue resolution,
- installation coordination,
- key account initiatives,
- market development activities.

Qualifications & Experience

Education

- Graduate in Business, Engineering or related field.
- Technical background preferred.

Experience

- 5–10 years of experience in:
 - industrial sales,
 - printing,
 - packaging,
 - bookbinding,
 - adhesives,
 - or capital equipment industries.
- Experience in field sales and territory management preferred.

Key Skills

- Strong customer relationship skills
- Technical-commercial understanding
- Value-based selling capability
- CRM discipline
- Pipeline management
- Communication and negotiation skills
- Ability to work independently in the field

Reporting Structure

- **Reports To:** Regional Sales Manager
- **Works Closely With:**
 - Regional Service Head
 - Sales Incharges
 - BindRight/Application teams
 - Reseller network

KRA / KPI

- Territory revenue growth
- Machine sales
- Adhesive sales
- New customer acquisition
- Pipeline coverage
- Demo/trial conversions
- CRM compliance
- Customer retention
- Reseller growth
- AMC/spares opportunity generation