

Job Description: Regional Sales Specialist (Machines and Strategic Sales) – South India Market

Position Overview:

Bindwel, part of the **Bindwel-Stelda Group**, one of the fastest-growing manufacturers of bookbinding machines and packaging solutions, is seeking an experienced and dynamic **Regional Sales Specialist** for South India. This role will focus on driving high-value sales opportunities across Karnataka, Kerala, and Tamil Nadu.

The specialist will leverage existing customer and competitor data to track adhesive consumption in bookbinding, identify opportunities for value-driven sales, and offer customers innovative and automated solutions that enhance their workflow, particularly for inline bookbinding.

Key Responsibilities:

1. Data-Driven Opportunity Identification:

- Analyze data from existing customers and competitors to identify patterns and trends in adhesive consumption and machine utilization.
- Proactively track customer needs and opportunities for upgrading to newer, faster, and more automated equipment.

2. Value Selling and Strategic Engagement:

- Engage with decision-makers to demonstrate the value of Bindwel's advanced bookbinding machines and solutions.
- Present tailored proposals for equipment that integrates workflow and improves productivity, including inline bookbinding systems.
- Build and maintain long-term relationships with customers to foster trust and loyalty.

3. Collaboration with Regional Teams:

- Work closely with zonal sales incharges and regional service teams to align on customer strategies and ensure seamless execution.
- Support zonal teams with expertise in high-value product presentations and value-based sales strategies.

4. Market Expansion and New Opportunities:

- Identify untapped markets and potential customers, particularly in the print and bookbinding industry.

- Drive market development initiatives by introducing Bindwel's innovative product portfolio to new segments.

5. Reporting and Analysis:

- Provide the Regional Sales Manager with detailed updates on sales activities, opportunities, and challenges.
 - Track and analyze the performance of sales initiatives, sharing insights to improve strategies and offerings.
-

Qualifications and Skills:

- **Education:** Bachelor's degree in Business, Engineering, or a related field. An MBA is an advantage.
 - **Experience:**
 - 7–10 years of B2B or capital equipment sales experience, preferably in the **print industry** (digital print, offset printing, book publishing, or related fields).
 - Proven track record of closing high-value deals (₹20 lakhs and above).
 - **Skills:**
 - Strong analytical skills to leverage customer data and identify opportunities.
 - Expertise in value-based selling, with the ability to present ROI-driven proposals to customers.
 - Excellent communication, negotiation, and relationship-building skills.
 - Familiarity with CRM tools and reporting platforms for pipeline and data management.
-

Role Structure and Reporting:

- **Location:** Based in **Chennai** or **Bengaluru**.
- **Reporting:** Directly to the Regional Sales Manager for South India.
- **Collaboration:** Collaborates with zonal sales teams across Karnataka, Kerala, and Tamil Nadu, and works closely with service teams to deliver customer-centric solutions.