

Job Title: Senior Sales Coordinator

Department: Senior Sales Coordinator

Location: Surat, Gujarat

Reports To: VP – Sales & Marketing

Company: Aerowalk International (India) Pvt. Ltd.

Company Overview

Aerowalk International (India) Pvt. Ltd. is a leading footwear manufacturing company headquartered in Surat, Gujarat. With a network of 200+ distributors, multiple depots, and a growing presence across India and export markets, AIPL has built its reputation through comfort-driven, quality-focused brands such as Aeroblu, Puntoblu, and Lilblu. The company continues to expand its market footprint through innovation, operational excellence, and a strong customer-centric approach.

Position Overview

The Senior Sales Coordinator will play a pivotal role in strengthening Aerowalk's national and export sales operations, ensuring seamless execution from order booking to dispatch. The position focuses on optimizing CRM systems, streamlining processes, enhancing communication across regional teams, and ensuring disciplined execution of the company's Annual Operating Plan (AOP).

This role demands a proactive, analytical, and people-driven professional who can bring together multiple functions—sales, depots, marketing, finance, and production—into one cohesive growth engine for Aerowalk.

Key Responsibilities

Sales Strategy & Execution

- Support the development and execution of sales strategies to achieve AOP and business growth targets.
- Conduct daily review calls with regional sales teams (RSMs, ASMs, SOs) to monitor performance, discuss key challenges, and ensure timely follow-ups.

- Drive accountability across zones and depots through structured reporting and performance reviews.
- Track daily and weekly sales progress from distributors, ensuring clear alignment with company objectives.

CRM Management & Optimization

- Administer and optimize CRM tools such as MyCo, Bizom, etc. to streamline sales data management and reporting.
- Ensure real-time input and accuracy of data from field teams (orders, collections, new counters, visits, etc.).
- Create CRM dashboards for visibility on sales pipelines, conversions, and counter productivity.
- Train and guide teams on CRM usage for efficient lead tracking and market visibility.

Performance Tracking & Reporting

- Consolidate data from zonal teams, depots, and CRM to create daily, weekly, and monthly reports.
- Analyze KPIs such as billing, collections, order fulfillment, and active counter performance.
- Present actionable insights to leadership for timely decision-making and performance improvement.

Process Improvement

- Develop and implement standard operating procedures (SOPs) for sales coordination, order flow, and claim management.
- Identify operational gaps across depots and propose process enhancements for better efficiency.
- Drive continuous improvement initiatives for distributor servicing, sales reporting, and stock visibility.

Forecasting & Planning

- Collaborate with zonal heads and the production planning team to align sales forecasts with capacity and dispatch schedules.
- Lead monthly forecasting and target planning reviews with regional teams.
- Coordinate with logistics and warehouse departments to ensure proper depot-level stock availability.

Cross-Functional Collaboration

- Work closely with marketing, finance, logistics, and customer service to ensure synchronized execution.

- Support product launches, promotional campaigns, and trade schemes with structured market follow-ups.
- Act as a central bridge between depots, distributors, and head office to ensure smooth communication flow.

Collections & Revenue Follow-Up

- Drive weekly and monthly collection reviews with regional teams and ensure timely achievement of collection targets.
- Coordinate with finance to monitor outstanding dues, credit notes, and payment reconciliations.
- Provide visibility to management on aging reports and ensure proactive follow-up from sales regions.

Incentive & Compensation Programs

- Design and monitor incentive structures and sales performance schemes in coordination with HR and finance.
- Ensure transparent communication and accurate tracking of incentive eligibility and payouts.

Billing & Revenue Operations

- Oversee the order-to-cash process, ensuring accurate billing and revenue reporting.
- Work with depot teams for timely order processing and reconciliation of any discrepancies.
- Monitor credit utilization and ensure compliance with the company's financial policies.

Team Support & Enablement

- Support regional and depot teams through data insights, tools, and structured communication.
- Facilitate consistent training and capability-building sessions for sales support staff.
- Provide continuous feedback and coordination support between regional teams and head office.

Client & Distributor Coordination

- Support key distributor meetings and reviews led by senior management.
- Maintain structured follow-ups for orders, collections, claims, and open issues.
- Build and sustain strong relationships with distributors through transparent communication and timely service.

Key Skills & Competencies

- Channel Sales & Distribution Management (300+ Distributors, Multi-Zone Operations)

- CRM Tools: MyCo, Bizom, etc.
- Sales Forecasting & Pipeline Management
- AOP Target Planning & Performance Tracking
- Collection Monitoring & Revenue Management
- Data Analysis & Business Intelligence
- Process Optimization & SOP Implementation
- Team Leadership & Cross-Functional Coordination
- Strong Communication, Discipline, and Ownership Mindset

Technical Skills

- MS Office (Excel, PowerPoint, Word)
- SAP – Sales, Distribution & Warehouse Management
- CRM Tools – MyCo, Bizom, etc.

Qualifications & Experience

- Bachelor's degree in Business, Sales, or related field (MBA preferred).
- 5–8 years of experience in Sales Coordination / Sales Operations, preferably in Footwear, FMCG, or Consumer Goods.
- Experience in managing multi-depot and regional sales operations using CRM-based reporting systems.
- Strong analytical, coordination, and communication skills.

Performance Indicators (KPIs)

- Achievement of AOP and monthly sales & collection targets
- Daily reporting discipline and regional review adherence
- Accuracy of forecasting and CRM data quality
- Timely billing and collection closure rates
- Distributor satisfaction and retention
- Process efficiency and issue-resolution turnaround