**A.     Profile:**

1.      Qualification: Minimum 12th standard passed or diploma holders; graduates preferred

2.      Experience: Freshers; experienced candidates from the same industry or allied industry is preferred

3.      Age: Less than 25 preferred

4.      Highly motivated individuals who are comfortable with travelling, have a great learning zeal

**C.     Key Responsibility Areas (KRAs):**

The Franchise Dealer Associate will be mapped to a dealer, and hence his main job is **secondary sales, lead conversion & contractor activation**.

**1.      Product Sales:** Product sale turnover through franchise dealer counter has to be ensured by the franchise dealer associate.

**2.      Special Product sales:** Special product sale turnover through franchise dealer counter has to be ensured by the franchise dealer associate.

**3.      Lead Generation:** geographical scanning, dealer/contractor connect

**4.      Lead Conversion:** Would focus on lead conversion for painting services for the central and dealer leads.

**5.      Enrolment:** To enroll the painters and contractors in the Sparkle Loyalty Program.

**6.      Activation:** The painters and contractors need to be contacted on a regular basis to give them all the information about the schemes so that there is regular product lifting and secondary sales from the franchise store.

**7.    Business outcome:** Sales value and special products turnover through franchise dealer counter.

**8.      Lead Conversion:** Would focus on lead conversion for painting services for the central, dealer and self leads.