

ROLE PROFILE - INTERNAL

Role Title	Sales Capability Manager
Business Unit / Group Function	ODC
BU Team / Sub-Function	Commercial
Location	Gurgaon
Team Leader Role	Head of RTC
Team Members	No
Role Level	4A
<p>Role Purpose</p> <p>The Sales Capability Manager is responsible for diagnosing capability gaps within the local sales organization against global standards and designing a robust, future-ready development plan to address them. This includes localizing and adapting global resources and learning materials, implementing targeted development programs, and establishing rigorous, ongoing measurement of capability uplift.</p> <p>This role will lead the creation of an integrated, consistent, and holistic capability development framework for India. It will align learning and development (L&D) priorities with strategic business objectives by fostering stronger, forward-looking capability planning and establishing a structured approach to identify the organization's commercial capability needs over the coming years.</p> <p>The Sales Capability Manager will oversee the localization, delivery, coaching, and accreditation of sales skills and commercial capabilities for all sales teams. Operating in alignment with both global and local commercial capability agendas, the role aims to build a best-in-class sales force and strengthen commercial excellence. Ultimately, this position will enable a sustainable competitive advantage, support the company's sales growth ambitions, and accelerate progress against the Route to Consumer (RTC) strategy.</p>	
<p>Accountabilities:</p> <ol style="list-style-type: none"> 1. Lead Sales Capability Strategy & Long-Term Planning: Own the design and development of the Sales Capability Program for the India sales organization. Conduct a comprehensive diagnostic of current capabilities and define a three-year roadmap with clear goals, milestones, and interventions to build a future-ready salesforce. 2. Sales capability program execution: Localize global capability frameworks, training materials, and methodologies to suit India's commercial context. Leverage local expertise and resources to deliver structured, phased capability programs aligned with global standards. 3. Establish & implement effective measurement and evaluation Process: Develop and implement rigorous measurement methodologies, KPIs, and evaluation tools to assess capability uplift. Continuously track progress and quantify the impact of capability programs on sales team performance. 4. Develop modules on System Analytics translated to Market Insights & Actions: Develop modules on opportunity identification and business growth area planning based on Sales Automation Tools' Business Analytics dashboards & reports. Target development of Data & Analytics competency for Sales Managers & Frontline cohorts so as to be adept at identifying opportunities & risks basis outlet level data analytics, then translated to business plans for gap closures and monitoring the same. 5. Develop Sales Leadership & Managerial Capabilities: Strengthen leadership and management capability by deploying globally aligned programs and tailoring interventions to India-specific needs. Build consistent leadership behaviours that enhance coaching effectiveness and commercial performance. 6. Lead Third-Party Salesforce Capability Development: Manage end-to-end capability development for the third-party (3P) salesforce. Embed structured selection process, induction, training, accreditation, and ongoing development programs to build a best-in-class extended salesforce delivering sustainable competitive advantage. 7. Deliver Training & Coaching for Sales Teams: Train and coach both new and experienced sales representatives and managers by bringing the Key Sales Competency Areas' and Route to Consumer (RTC) curriculum to life. Ensure all team members acquire the practical skills, behaviours, and competencies required to excel in their roles. 8. Drive Accreditation & Performance Tracking: Develop and monitor a rigorous accreditation framework for both Managers and sales representatives alike. Track certification progress and prepare periodic reports on performance trends, coaching focus areas, and opportunities for improvement. 	

9. Design Sales Tools, Content & Playbooks: Create high-impact sales content, tools, and playbooks that guide sales teams in transforming their commercial approach. Ensure all materials support consistent execution and strengthen frontline sales capability.

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Competencies

<p>Deciding and Initiating Action</p> <ul style="list-style-type: none"> • Makes prompt, clear decisions which may involve tough choices or considered risks • Takes responsibility for actions, projects and people • Takes initiative, acts with confidence and works, • Initiates and generates activity 	<p>Leading and Supervising</p> <ul style="list-style-type: none"> • Provides others with a clear direction • Sets appropriate standards of behaviour • Delegates work appropriately and fairly • Motivates and empowers others • Provides staff with development opportunities and coaching • Recruits staff of a high calibre 	<p>Presenting and Communicating Information</p> <ul style="list-style-type: none"> • Speaks clearly and fluently • Expresses opinions, information and key points of an argument clearly • Makes presentations and undertakes public speaking with skill and confidence • Responds quickly to the needs of an audience and to their reactions and feedback • Projects credibility
<p>Delivering Results & Meeting Customer Expectations</p> <ul style="list-style-type: none"> • Focuses on customer needs and satisfaction • Sets high standards for quality and quantity • Monitors and maintains quality and productivity • Works in a systematic, methodical and orderly way • Consistently achieves project goals. 	<p>Applying Expertise and Technology</p> <ul style="list-style-type: none"> • Applies specialist and detailed technical expertise • Develops job knowledge and expertise through continual professional development • Shares expertise and knowledge with others • Uses technology to achieve work objectives • Demonstrates appropriate physical co-ordination and endurance, manual skill, spatial awareness and dexterity • Demonstrates an understanding of different organisational departments and functions 	<p>Coping with Pressures and Setbacks</p> <ul style="list-style-type: none"> • Works productively in a pressurised environment • Keeps emotions under control during difficult situations Handles criticism well and learns from it • Balances the demands of a work life and a personal life. Maintains a positive outlook at work. • Handles criticism well and learns from it.

Skills and Experience

Essential:

- Experience in sales capability improvement programs.
- Evidence of commercial or sales management experience.
- Long term thinking. Demonstrate ability in establishing and committing to a long-term course of action to accomplish a future goal or vision after analysing factual information and assumptions, taking into consideration resources, constraints, and organizational values.
- Communication skills. Clearly and succinctly conveying information and ideas to individuals and groups in a variety of situations; communicating in a focused and compelling way that drives other thoughts and actions.
- Contribute to developing talent, specifically by creating a continuous learning culture that ensures our people and teams realise their highest potential.

Desirable:

- Post Graduate Degree with 12 + yrs of experience
- The ability to demonstrate tact and extreme discretion in the access to/ handling of very confidential and sensitive information.
- Team oriented