

Assistant Sales Manager – Retail Division

Location: Delhi NCR
Experience: 12+ Years
Shift: Morning
Working days: 6 Days
Employment type: Permanent
Vacancy: 2 (1 Male and 1 Female)
Reporting to: Project Head – Ceiling & Plywood

About the Company

BSC Group is a bootstrapped, high-growth organization operating at the intersection of building materials, procurement, and project execution. Since inception in 2011, we have built a strong B2B foundation by delivering reliability, speed, and consistency across thousands of projects. Our model is simple but powerful—integrating sourcing, supply chain, and execution support under one platform.

We are now entering a decisive phase of growth. With expansion into new geographies, strengthening of leadership, and a clear roadmap towards institutional scale, we are building a structure that can support long-term value creation and a potential public market journey. This role is central to that ambition.

Role Overview

The Assistant Sales Manager will be responsible for driving retail sales performance, managing channel relationships, and ensuring consistent revenue growth within the assigned territory.

Key Responsibilities (KRAs)

- Manage and grow retail channel partnerships
- Drive sales through distributors, dealers, and retail outlets
- Monitor inventory movement and ensure product availability
- Execute promotional and visibility initiatives
- Track performance metrics and optimize sales strategies
- Maintain strong relationships with channel partners

Why Join Us

You will be part of a growing retail vertical with strong potential for scale. The role offers hands-on exposure to market dynamics and channel management.

Ideal Candidate Profile

- Experience in retail or channel sales
- Strong relationship management skills
- Ability to drive performance in a competitive environment

5-Year Growth Path

Progression into Regional Retail Head and eventually into broader sales leadership roles.