



Regional Sales Head (South)

Company Profile:

A growing German Subsidiary engaged in Marketing, Sales, After-Sales Service, Installation & Commissioning of Electrical Condition Monitoring Systems, with a special reference to electrical safety is a promise to our customer. Having tailor made solutions for every application from Power Generation, Industry, Hospital to latest Electric Vehicle Ecosystem.

Excellent opportunity for the right candidates to grow along with the organization. We are “PARTNER FOR ELECTRICAL SAFETY”

Locations:

Bangalore_(Covering Southern Part of India)

Role Purpose:

Lead and grow Bender India's business across Southern India by driving revenue, profitability, customer acquisition, market penetration, and strategic account development across all business segments including Industry, E-Mobility, Renewable Energy, Healthcare, Railways, and Infrastructure. Build a high-performance sales ecosystem while ensuring customer satisfaction, forecast accuracy, and sustainable growth.

Key Responsibilities

1. Regional Business Leadership
 - Develop and execute the annual business plan for South India, including order intake, revenue, profitability, and market share objectives.





- Own regional sales budget, forecasting, pipeline management, and growth strategy.
- Identify new market opportunities and drive expansion across Industrial, Renewable Energy, E-Mobility, Healthcare, Railways, Infrastructure, Data Centers, and Utilities sectors.

2. Strategic Sales, Key Account Management & Business Development

- Drive acquisition of new customers and expansion of existing strategic accounts.
- Develop and execute key account plans to maximize customer retention, revenue growth, and long-term business partnerships.
- Drive consultant engagement and specification-in activities to ensure Bender products are included in project specifications and approved vendor lists.
- Build relationships with key decision-makers including End Users, OEMs, EPCs, Utilities, Government Organizations, and System Integrators.
- Identify opportunities for cross-selling, upselling, and specification development across multiple customer locations and business units.
- Conduct periodic business reviews with strategic customers to understand future requirements, identify growth opportunities, and strengthen customer engagement.
- Lead major commercial negotiations, framework agreements, and high-value project opportunities.
- Develop market penetration strategies, competitive positioning plans, and customer-specific growth initiatives to increase market share.
- Monitor competitor activities, pricing strategies, emerging technologies, and market trends to support strategic business decisions.

3. Team Leadership & Performance Management

- Lead, mentor, and develop the regional sales and application engineering team.
- Establish sales targets, KPIs, and performance review mechanisms.





- Ensure effective territory coverage, opportunity management, and customer engagement.
- Build a high-performance, customer-focused sales culture.
- Develop and manage channel partners, system integrators, panel builders, and authorized distributors to expand regional market coverage.

4. Solution Selling & Technical Leadership

- Promote Bender's Electrical Safety Solutions including Insulation Monitoring (IMD), Residual Current Monitoring (RCM), Power Quality Monitoring (LINETRAXX), Ground Fault Location Systems, Medical IT Systems, and Motor Protection solutions by understanding customer applications and business challenges.
- Work closely with Application Engineering, Product Management, and Global Teams to develop customer-specific solutions.
- Drive specification activities and technical approvals with consultants, EPCs, OEMs, and end users.

5. Commercial & Operational Excellence

- Ensure accurate forecasting, pricing governance, margin achievement, and business reporting.
- Coordinate with Operations, Supply Chain, Service, and Finance teams to ensure successful project execution and customer satisfaction.
- Ensure timely collection of receivables from customers and work closely with Finance and Operations teams to improve cash flow and minimize overdue outstanding amounts
- Support resolution of commercial, technical, and operational escalations.

6. Governance & Reporting

- Maintain CRM discipline, forecast accuracy, pipeline visibility, and management reporting.





- Ensure compliance with company policies, processes, and ethical business practices.
- Present monthly business reviews and strategic growth plans to management.

Qualifications & Experiences:

- B.E. / B.Tech./M Tech in Electrical & Electronics
- 12–15 years of experience in technical sales, business development, key account management, and project sales.
- Minimum 3–5 years of experience leading regional sales teams.
- Experience in Electrical Safety, Protection Systems, Automation, Power Distribution, Renewable Energy, Healthcare, Railways, or Industrial Solutions preferred.

How to Apply:

Interested candidates are invited to submit their CV and a brief cover letter to:
abila.jose@bender-in.com.

