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| **JOB DESCRIPTION** |  |

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| **Unique role** | Executive  | **Department** | Sales  |
| **Qualification**  | Any Graduate/MBA | **Min. Relevant Experience** | 2-3 Years  |
| **Location**  |  | **Reporting to**  | Manager |

1. **Job Purpose**

To assist the sales team in attainment of sales goals through implementing supporting processes and resources that positively impact sales team productivity, efficiency and effectiveness.

1. **Key Responsibilities Areas**

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| **Responsibility** | **Supporting Action** |
| **Lead Generation**  | * To prospect business relationship to generate new leads and opportunities for new business.
* To ensure that all clients receive the standard of service and to carry out the necessary cross-functional coordination and resolve disputes with the help of seniors without any delay.
* To execute customer orders in a timely and efficient manner and keep the communication channels alive
* To provide proper information, guidance, and support to the clients, therefore, enhancing relationships with the clients
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| **Researching Markets**  | * To spend a minimum of 16 days a month in the field and generate leads from the market and grow your consumer base by paying regular visits to them.
* To win new, forthcoming sites and deepen penetration at existing sites.
* To Plan and execute promotional activities so as to meet sales growth objectives.
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| **Customer Relationship Management**  | * To develop new customer codes and integrate additional clients
* To capture daily activity through CRM tool.
* To utilize and manage customer relationship management system (CRM) to maintain all client and lead information
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| **Reviewing Processes**  | * To manage daily Allot and De-hire transaction
* To work with Credit Control team to coordinate payment recovery
* To Sign agreements with new customers and renewal of existing agreements.
* To recommend new opportunities and improvements for maximizing profits
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1. **Required Skills and Abilities**
* Excellent knowledge of MS Office
* Hands-on experience with CRM software is a plus
* Thorough understanding of marketing and negotiating techniques
* Self-motivated with a results-driven approach
1. **Job Dimensions**
* To co-ordinate with approximately 40 Customers on daily basis.
* To onboard approximately 5 customers on yearly basis
* To achieve all the Revenue targets and market visit targets on monthly basis.
1. **Job Context (Work Environment)**
* To work alongside and maintain coordination across multiple departments within the organization
* To be able to work in a fast-paced environment with stringent monthly deadlines and quotas
1. **Interface**

**(Major External and Internal Interaction)**

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| **External** | **Internal** |
| * Third Party Vendors
* Stakeholders
* Consumers
 | * Legal
* Collections
* Asset Management
* Forecast and Planning
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