

The Job Description is hereunder.

Day to Day tasks:

1) Business Acquisition:

- a) Manage the sales funnel by:
 - i) Generating leads through multiple sources like local connections, trade associations, referral sales, inbound leads etc.
 - ii) Qualify leads by cold calling, emailing, personal visits, presentations, demos etc.
 - iii) Convert warm and hot leads into sales and acquire business for the company.
- b) Meet and exceed the assigned business volumes (both revenue and numbers).
- c) Regularly report and maintain data in suitable software.

In summary, supporting the organisation with Prospecting; Making discovery calls; Performing demos; Qualifying leads, preparing introductory presentations, and thus ensuring business generation.

2) Collaboration:

- a) As a self-motivated, aspirational achiever, you shall implement the latest tools and trends to evolve suitable practices for this important business function and acquire in-depth knowledge of the organisation's capabilities, products and solutions
- b) Liaison with internal teams for lead generation and closing of new business and support the organisation with effective reporting, analysis, innovation and business enhancement.
- c) Be the organisation's eyes and ears in the marketplace by keeping track of market information, business trends, competition activity etc.

Knowledge and Skills Required

1) You shall need relevant experience in:

- i) Customer acquisition in B2B.
- ii) Prospecting, lead generation, conversion and business generation.
- iii) Using applications like Word, Excel, PowerPoint, CRM, LMS etc.

2) You should have or should immediately build:

- i) Good communication and influencing skills for multiple audiences.
- ii) Proficiency in written and spoken English and local language.
- iii) Understanding of sales principles, practices, and techniques applicable to B2B clients.