

## **Job Description**

<b>Designation:</b>	Research & Sales Coordinator ( Direct Sales )
<b>Department:</b>	Sales
<b>Direct Reporting:</b>	Branch Head

### **About A&A**

A&A Business Consulting (AABC) is India's leading consulting company for Small and Medium Enterprises. Founded in 2009, AABC has completed 1500 full-fledged consulting projects assisting businesses achieve organised growth. We have presence in 7 states across India with a network of 18000+ SMEs.

Our team of 300+ professionals serves clients from industries as diverse as textiles, machine tools, apparel, agriculture, engineering, chemicals, food processing, healthcare & pharmaceuticals, telecom, education, BFSI, automobile, construction & infrastructure and FMCG, amongst others.

We have six different consulting practices namely, **Sales (Business), Finance, Branding, Human Resources, Information Technology** and **Operations (Business Processes)**. Our team of 100+ consultants with varied industry expertise are backed by Subject Matter Experts (S.M.E.) team. Together, they are responsible for bringing measurable changes to clients' businesses.

At AABC, our vision is to assist individuals and organizations to GROW. Remaining rooted to our vision, we completed assisting 1239 businesses grow financially in March 2018. We are working towards our next mission of assisting 2020 businesses grow financially by 31<sup>st</sup> March 2020. We can foresee the change we want to bring in the SME sector in India. We want to craft the financial destinies of millions of SMEs by assisting them grow in an organized way.

Come, let us grow your business together!

MISSION 2020: We will assist 2020 businesses achieve organized growth by 31st March, 2020.

Vision: To assist individuals and organizations to grow.

Values: Initiation | Innovation | Persistence | Passion | People | Performance

### **Introduction :**

**Job Purpose:** The Research & Sales Coordinator would be responsible for primary research of gathering information of progressive entrepreneurs, who can be prospective clients of A&A. She would also support sales team by lining up appointments through telephone.

<b>Responsibilities:</b>	<ul style="list-style-type: none"> <li>▪ Generating names &amp; numbers of prospective buyers of A&amp;A's products ( Small and Medium Enterprise Clients )</li> <li>▪ Researching about the above mentioned names and qualifying prospective leads</li> <li>▪ Generating 60% quality of leads of clients as per A&amp;A Standard</li> <li>▪ Calling prospective leads seeking appointments</li> <li>▪ Ensuring to fix daily 16 appointment for branch</li> <li>▪ Mapping the appointment to the Business Consultant</li> <li>▪ Ensuring 2 admission in a month through Sales Team</li> <li>▪ Updating Various MIS</li> <li>▪ Communicating with Business Consultants about their appointments</li> <li>▪ Communicating with clients through e-mail, telephone, etc.</li> <li>▪ Following up with Business Consultants on the appointment before and after results</li> <li>▪ Following up on rescheduling or confirmation with clients</li> <li>▪ Managing assigned Business Consultants' monthly calendar</li> <li>▪ Getting clients' feedback</li> <li>▪ Resolving customer complaints, if any through appropriate channels</li> <li>▪ Participating in various trainings and employee-engagement activities.</li> </ul>		
<b>Requisite Skills:</b>	<ul style="list-style-type: none"> <li>▪ Fluent in English, Hindi and local language</li> <li>▪ Good computer skills</li> <li>▪ Good Telephonic conversation skills.</li> </ul>		
<b>Desired Skills:</b>	<ul style="list-style-type: none"> <li>▪ Polite nature</li> <li>▪ Confident</li> <li>▪ Aggressive</li> </ul>		
<b>Education:</b>	Graduate in any stream		
<b>Relevant Experience:</b>	1 year- 2 years	<b>Total Experience:</b>	2-3 years
<b>CTC per annum:</b>			

<b>Will travel?</b>		<b>Monthly Net Salary:</b>	
<b>Work time</b>	9:30 – 6:30	<b>PF – Yes / No</b>	
<b>Preferred Domain:</b>	Operations, Telecalling, Lead Generation		
<b>Reference Companies:</b>			
<b>Gender:</b>	Female	<b>Marital Status:</b>	Any
<b>Prepared By:</b>		<b>Date</b>	
<b>Reviewed By:</b>		<b>Date</b>	
<b>Approved By:</b>		<b>Date</b>	