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| **JOB ANALYSIS** | | | | |
| |  |  | | --- | --- | | **Company Name** | **Eastern Communication** | | | | | |
| **Grade** | **Undefined** | **Job Title** | **Sales Executive** | **Job Objective** |
| **Job Reports to** | **GM** | **Cadre** | **Executive** | Responsible for driving sales and revenue growth by developing relationships with clients, identifying their needs, and offering solutions to meet those needs. The role involves prospecting new business opportunities, managing client accounts, and achieving sales targets. |
| **Div/Dept/Section** | **Sales** | | |
| **Main Responsibilities** | | | | **Key performance Indicators/KPIs** |
| * Identify and develop new business opportunities through various channels, including cold calling, networking, and referrals. * Build and maintain strong relationships with clients, understanding their needs and providing tailored solutions. * Prepare and deliver compelling sales presentations and product demonstrations to potential clients. * Negotiate terms and conditions with clients, closing deals, and ensuring successful onboarding and implementation of products or services. * Stay updated on market trends, competitor activities, and industry developments to identify new opportunities and threats. * Track and report on sales performance, including sales metrics, client feedback, and market trends to management. * Provide post-sale support to ensure customer satisfaction and address any issues or concerns that arise. * Work closely with other departments, such as marketing, product development, and customer service, to ensure alignment and address client needs effectively. * Excellent verbal and written communication skills, with the ability to present and negotiate effectively. * Strong interpersonal skills to build and maintain client relationships and work collaboratively with internal teams. * Knowledge of sales techniques and strategies, including lead generation, sales funnel management, and closing strategies. * Proficiency in CRM software and other sales tools; basic understanding of industry-specific products or services. * Ability to analyze market data, client needs, and sales performance to make informed decisions and develop strategies. * Strong problem-solving skills to address client issues and adapt to changing market conditions. | | | | * Revenue Generated * Sales Target Achievement * Number of Deals Closed * Lead Conversion Rate * Number of New Leads Generated * Meetings and Presentations Conducted * Customer Acquisition Cost (CAC) * Sales Cycle Length * Net Promoter Score (NPS) |
| **Education Required** |
| * Bachelor's Degree in Marketing, Business Administration, or a Related Field. * Certified Brand Manager or Digital Marketing Certification |
| **Experience Required** |
| * 2-3 Experience in customer service roles that involve direct client interaction |
| **Competitors:** |
| * Relevant fields advertising agency, social media company, Marketing companies, * Creative agencies, * Red communication Synergy Creative Junction |
| **Salary Bracket** |
| **Rs.50k-70k** |
| **Knowledge and Skill Requirements:** | | | |
| * Understanding current trends and developments within the industry to stay competitive and offer relevant solutions. * Knowledge of competitors' offerings, strengths, and weaknesses to position the company’s products or services advantageously. * Awareness of the target market's demographics, needs, and buying behaviors to tailor sales approaches. * Understanding of relevant laws and regulations related to sales, such as fair trading practices and contract law. | | | |

**Approved By:\_\_\_\_\_\_\_\_\_\_\_ Signature:\_\_\_\_\_\_\_\_\_\_\_\_\_**