**JOB DESCRIPTION**

We are looking for ambitious and driven MBA graduates to join our dynamic team as Business Development Executive . This entry-level role is ideal for individuals seeking to kickstart their career in sales and business development. As a Business Development Associate, you will receive structured training and gain hands-on experience in client acquisition, relationship management, and strategic market expansion.

**KEY RESPONSIBILITIES :**

* Identify and approach potential clients, sponsors, and exhibitors through lead generation methods including cold calling, market research, and industry networking.
* Promote and sell exhibition stall packages and sponsorship opportunities tailored to client needs and aligned with event themes.
* Establish and nurture long-term relationships with clients to encourage repeat business and strategic partnerships.
* Work closely with the sales team to meet individual and collective monthly and quarterly revenue and booking targets.
* Represent the organization at industry events, trade shows, and client meetings to build market presence and enhance business knowledge.
* Contribute to internal sales strategy discussions and participate in regular training sessions to refine selling techniques and product knowledge.

**REQUIREMENTS :**

* Freshers with MBA in Marketing, Sales, Business, or a related discipline
* Excellent verbal and written communication skills.
* Strong interpersonal and negotiation abilities.
* A proactive and goal-oriented mindset with a passion for business growth.
* Ability to work independently as well as collaborate within a team environment.
* Basic understanding of B2B sales processes and customer relationship management is an advantage.