

JOB DESCRIPTION**JOB TITLE**

SALES EXECUTIVE

**BUSINESS PURPOSE/
OBJECTIVE**

To be responsible for building new business relationships through sales of ETR machines to clients.

Duties and Responsibilities:

- Conduct market research to identify selling possibilities and evaluate customer needs
- Actively seek new opportunities through cold calling, networking and social media
- Set up meetings with clients and listen to their wishes and concerns
- Negotiate/ close deals and handle complaints or objections
- Following up on sales enquiries from customers to understand their needs and requirements
- Source new sales opportunities through inbound lead follow-up and outbound cold calls and emails
- General sales administration as required
- Product knowledge

Education

- Bachelor's degree in computer science/marketing, business administration or information technology.
- MBA is an added advantage.

Experience

- Minimum of 2 years' experience in Office Automation
- Telephone etiquette
- Aggressive and persistent