



Job Description: Sales Executive

i. General Information	
Role: Sales Executive	Department: Sales
Region: International/India	Job Grade/Level: Executive
Functional Reporting: Sales Manager	Administrative Reporting: Sales Manager
ii. Job Objective	
<p>Understand the customer needs in the target market and offer competitive products from our product portfolio. Lead our business development, sales, and relationship management initiative to ensure growth in sustainable revenues and number of satisfied customers. Build a strong team of sales executives to ensure customer satisfaction and growth in market share.</p>	
iii. Key Responsibility Areas	
Execution	<ul style="list-style-type: none"> Collect market research data, insights to help formulate a strategy for enhancing market penetration to increase the business volume Timely update of opportunity details on CRM to ensure Sales funnel of the respective region/market is maintained properly Collect and analyze historical sales data to support preparation of Annual Sales Forecast and budget plan for the region. Prepare visit plans, content and documents for exhibitions, presentations, tradeshow, client visits etc. Document client's product requirements, needs, compare them with our standard product offerings Keep track of ongoing actions, projects with technical team to ensure there is no communication gap Gather information on new products and latest/upcoming technologies in the market and transfer the information to sales and technical team for future product enhancements/development Read tender documents/requirements and prepare tender synopsis document capturing key information like pre-qualification criteria, technical specification, sample and test report requirements etc. Create plan with timelines showing activities for tender participation Communicate and track tender participation plan with relevant stakeholders for effective collaboration and support Prepare documentation required for tender participation Document and publish outcome of pre bid meetings to ensure clarification on queries are shared with relevant stakeholders Keep regular track of communication with client/channel partner/agent till the closure of opportunity Responsible for updating an opportunity with appropriate information and documents on CRM. Prepare Closure report for an opportunity with appropriate reason and analysis on CRM Market research and create database of the competitor's products for pricing, sales, and marketing/distribution methodology Support activities required to ensure successful Pre Delivery Inspection Track post order management activities like status of production, delivery schedule and shipment etc. Proactively track status of customer complaint resolution to ensure smooth and timely communication between customer and technical team

Coordination & Reporting	<ul style="list-style-type: none"> • Support activities to ensure collaboration with technical team on regular basis to understand New Product Development/New Product Features • Prepare monthly/quarterly regional Sales Performance report for sales review meeting • Help prepare Sales Forecast and Business Development Plan
Development	<ul style="list-style-type: none"> • Attend training and development sessions to build product knowledge and sales expertise • Help in developing content for product documentation, brochures etc. • Study and prepare sales insights by performing market research, and competition analysis • Keep yourself updated with latest trends and technologies in the market

iv. Key Performance Indicators

Win Rate	The ratio of total number of opportunities closed as won to total number of opportunities participated in a given period
Participation Rate	The ratio of total number of opportunities participated to total number of opportunities created in a given period
Qualification Rate	The ratio of total number of pre info qualified into opportunities to total number of pre info created in a given period
Revenue (Sales) Generated	Total of actual contract value of opportunities won in a given period
Average Ticket Size	The average of actual contract value in USD for all the opportunities closed as won in a given period

v. Stakeholder Interactions

Type of interaction	Interaction with	Nature of interaction
Internal	Product Engineering	Work closely to ensure customer requirements /specifications are accurately translated into desire product specifications / feature
Internal	Planning	Work closely with planning to ensure right delivery period is committed to the customer
Internal	Commercial & Legal	Work closely to understand Risks involved and possible mitigation plan
Internal	Manufacturing & Quality	Collaborate to ensure successful Pre Delivery Inspection, Order dispatch
External	Channel Partners	Work closely to understand market situation and needs of the potential client

vi. Job Specifications

Qualification	Min. qualification required	Bachelors in Mechanical/Electronics & Communication/Any and/or Master's degree in Marketing /Sales (MBA will be preferred)
	Other desired qualifications	Prior experience of working with defence, government departments, channel partner and agents
Relevant Experience	Min. no. of years of relevant experience required	4 to 8 years of overall experience, with 2 to 4 years in similar role
Knowledge and Skills Required		<ul style="list-style-type: none"> • Active listening, Effective communication and interpersonal skills • Analytical and Critical thinking skills • Leadership, Delegation and Negotiations skills • Coaching and mentoring skills • MS Office (Word, Excel, PowerPoint), MS Project