

Job Description of Sales Executive (Certificate Courses, FPM, new courses and MDPs)

- Actively seek out new sales opportunities through cold-calling and networking with individuals/industry bodies (e.g. Bengal Chamber of Commerce, BNI, etc.)
- Contact potential and existing customers in person, on the phone and by email
- Set up meetings with potential clients and identify their requirements and concerns
- Generate leads, nurture leads and ensure conversions organically and through associates (e.g.Naukri, TimesJob, Monster, etc.)
- Build and maintain a database
- Monitor digital marketing campaign (SEO and PPC) including e-mail marketing
- Meet daily, weekly and monthly sales targets
- Prepare and send proposals and quotations
- Set sales goals and develop sales strategies
- Conduct market research to identify selling opportunities and evaluate customer needs

Qualifications for Sales Executive

- Graduate, preferably MBA
- Must be a proficient sales and business development professional with a minimum of 5 years' experience in selling products relating to education sector
- Excellent customer service and sales skills
- Strong verbal and written communication
- Competency in English
- Proficiency in Microsoft Office and digital marketing
- Ability to create and deliver presentations
- Good negotiation and problem-solving skills
- Ability to adapt and grow in a competitive environment
- Self-motivated and goal-oriented with a desire to deliver results
- Fast learner and quick thinker

Compensation:

Benchmarked with best in class