



Job Description- Roles and Responsibilities

Position Name	Business Development Executive
Reporting to	Sr. Business Development / Business Development Manager
Positions open for locations	1. Nashik 2. Sambhajinagar 3. Hubli/Dharwad
Location	Given location & Travel as required PAN India

Position Description

The Business Development Executive is responsible for new business generation. He is required to meet the sales target as per individual & organizational overall revenue target assigned. Maintain cordial relationship with the customers for enhancement for on time payments, and generation of new business through references. He will be required to submit sales forecast, ensure faster closure of new customers.

Key Result Area & Responsibilities

Sr. No.	Work	Description
01	Sales Targets Achievement – New Business ---	<p>Business Development/New lead generation (Generating new business to meet the sales target as per individual & overall organizational revenue target)</p> <ol style="list-style-type: none"> 1. Scouting for new leads. 2. Qualifying leads - understanding the potential volume requirements and fit with the company strategy, also the lead's reputation as a good or bad pay master. 3. Understanding the problem with the help of the questionnaire and proposing a solution strategy. 4. Price range negotiation, credit period finalization and getting a sign off on the MOM and also on the payment on approval in place with the lead. 5. Getting Sample prepared and submitting the necessary customer information to the sales coordinator to create the Customer entry in SAP. 6. Setting trial date and deciding on the trial cycle 7. Setting trial parameters, charts and frequency of top up and recording the observations at given intervals. 8. Conclude the trial and prepare and submit a trial finding report to lead as well the management 9. Convert the lead into customer by getting a PO from the customer 10. Communicate the material requirement date to the Sales Coordinator and ensure that the material is dispatched to the customer on time. 11. Decide a visit frequency to this new account and ensure that the customer site is maintained by the service engineer if need be through top ups etc. 12. Get reporting from the service engineer on the account visits.
02	Sales Targets Achievement – Horizontal Growth	<p>Business Development/ Horizontal growth in existing customer account (Ensuring horizontal growth of business through existing Clients and maintaining good relationship with them to achieve the organizational revenue target)</p> <ol style="list-style-type: none"> 1. Scouting for new growth opportunities or problems in other areas at an

		<p>existing customer account.</p> <p>2. Qualifying leads - understanding the potential volume requirements and fit with the company strategy.</p> <p>3. Understanding the problem with the help of the questionnaire and proposing a solution strategy.</p> <p>4. Price range negotiation, credit period finalization and getting a sign off on the MOM and also on the payment on approval in place with the lead.</p> <p>5. Getting Sample prepared and coordinate on time delivery to customer for trial.</p> <p>6. Setting trial date and deciding on the trial cycle</p> <p>7. Making sure that the tester machine available for trial on the given date.</p> <p>8. Setting trial parameters, charts and frequency of top up and recording the observations at given intervals.</p> <p>9. Conclude the trial and prepare and submit a trial finding report to lead as well the management.</p> <p>10. Communicate the material requirement date to the Sales Coordinator and ensure that the material is dispatched to the customer on time.</p> <p>11. Decide a visit frequency to this new account and ensure that the customer site is maintained by the service engineer if need be through top ups etc.</p> <p>12. Get reporting from the service engineer on the account visits.</p>
03	Existing Sales Maintenance & Reporting	<p>Existing Sales Maintenance -</p> <p>1. Prepare a monthly sales forecast of the existing sales.</p> <p>2. Devise a visit plan or communication plan for the month and implement and track the same.</p> <p>3. Prepare and submit a daily visit report to the manager.</p> <p>4. In accounts where there is an issue, identify the type of issue and either resolve it or direct it to the Technical Support Manager and ensure that the customer issue is resolved.</p> <p>6. For problematic payments follow up with the customers to help collection team get collection in time.</p> <p>7. Submit the monthly target v/s achievement at the end of the month.</p> <p>8. Constantly review the monthly forecast to make sure that the targets are met and crossed every month</p> <p>9. Submit the travel reports and bills in time to the Sales coordinator</p>
04	Reference generation & Google reviews (5*)	<p>50 references per month</p> <p>25 Google reviews per month</p>

Relevant Experience: 2 to 7 years of direct sales industrial experience in Chemical industry or allied industry such as tooling

Required Skills & Behavior:

1. Business Development
2. Customer Relationship & Service Management
3. Commercially aware, computer friendly
4. Excellent in problem solving, team coordination, planning and execution
5. Excellent in organizational and follow-up skills



Other requirements:

- Should have his own two-wheeler.

Email your application to – vpplhr@victorypolychem.com/ shivprasad@trespheres.in