

JOB DESCRIPTION

Job Description

Job Title:	Business Executive	Experience:	1-5 years
Department:	Business	Job Code:	
Location:	Kolkata	Travel Required:	Yes
Salary Range:	-	Position Type:	Permanent
Skills:	Presales, Sales, Marketing, Public Relations & Corporate Communication	Job Status:	Full Time

Job Description:

Presales & Event Management:

Duties and Responsibilities:

- Understand the requirements of the customer and mapping it to the available products and services of the organization.
- Preparing Product Demonstrations and Presentations.
- Giving Product Presentations to the customers.
- Generate and maintain Leads and then pass on to the Sales Team.
- Understand the various business processes and functionalities.
- Develop company profile and brand image in the market through sustained campaigns; organizing trade shows, events and demonstrations.
- Preparing proposals and other sales related materials and documents for the sales team.
- Build a relationship with potential customers.

Tele Sales/Tele Marketing:

Duties and Responsibilities:

- Develop and maintain database for prospective customers.
- Cold calling from the database and generate leads.
- Understanding the various software products of PEOBRiCS and explain the same to the prospects.
- Handling initial customer queries and issues.
- Take appointments and pass on the leads to the sales team.
- Reporting to the sales team.
- Maintain database of leads and tracking them.

JOB DESCRIPTION

Business Development:

Duties and Responsibilities:

- Understand the products, services, skills and expertise of the organization thoroughly.
- Understand the requirements of the customer and mapping it to the available products and services of the organization.
- Understand the different segments of the market and match customer requirements with the available range of products and services within the organization.
- To generate quality leads that result in sales.
- Meet the business targets set for the accounting year on a monthly basis and ensure a steady booking of orders throughout the year.
- Develop and execute sales proposals.
- Develop company profile and brand image in the market through sustained campaigns; organizing trade shows, events and demonstrations.
- Continuously monitor and ensure maximizing customer satisfaction, understanding their requirements and customizing services accordingly.
- Make product presentations to clients.
- Negotiating the terms of an agreement and closing sales.
- Build good relationships with potential and existing clients.
- Develop and implement strategies for new products and services.

Account Management:

Duties and Responsibilities:

- Increase the company's involvement with existing client.
- Getting repetitive business from existing customers.
- Proactively develop relationships with key users and the internal teams with customer feedback regarding product & service improvements.
- Analyze promotional activity to maximize sales.
- Address client concerns and ensure the issues are addressed with immediate and utmost concern; resolutions are provided on time, with follow-ups as and when appropriate.
- Carry out ongoing market analysis and assessment of competitors with a focus on the future and value creation.
- Retain accounts through the development of strong relationships with key decision makers and users within an organization.
- Responsible for managing, supporting, and servicing the account related needs of an assigned set of strategic customers.
- Responsible for the implementation and execution of Action Sales Plan.
- Coordinating with technical personnel as needed to meet customer needs, while managing customer expectations and ensure customer delivery as per schedule.

JOB DESCRIPTION

Marketing:

Duties and Responsibilities:

- Develop and deliver the business plans through carrying out market research, formulate market analysis and deliver accurate business reports.
- Analyze competitor's products.
- Develop and execute marketing proposals and strategies.
- Develop company profile and brand image in the market through sustained campaigns; organizing trade shows, events and demonstrations.
- Planning and Organizing product launches.
- Develop and implement strategies for new products and services.

Experience and Education:

- Bachelor Degree from a reputed college or institute.
- Should have at least 1 year experience in presales, sales/marketing, business development and account management or client servicing or customer management.
- Technical know-how would be an advantage.
- Ability to understand new functional concepts and business processes.
- Must be capable of achieving established goals and targets.
- Having marketed similar product and/or service as that of our organization would be an advantage.
- Should be assertive with a pleasant attitude.
- Should be willing to travel extensively.
- Should be a strategic thinker & should possess the ability to design and implement new ideas & strategies.
- Enthusiastic and self motivated.
- Excellent negotiation and convincing skills required.
- Excellent verbal and written communication.
- Should possess strong commercial acumen and ability to close deals.

Public Relation and Corporate Communication:

Duties and Responsibilities:

- Communicating the company's policy to the media and press and maintaining company's corporate image and identity.
- Responsible for planning, developing and implementing public relations strategies.
- Acts as a representative of the firm by answering to people in media coverages, through emails and phone calls.

JOB DESCRIPTION

- Writing Newspaper and Press Releases and ensuring it reaches the target audience.
- Preparing publicity brochures, handouts, promotional videos and programs for the target audience.
- Maintaining all updated information about PEOBRiCS in the website and preparing newsletters.
- Planning and Organizing Press Release, Media publicity, trade shows, conference, seminars and other events.
- Manage advertisements and promotional activities.
- Maintain strong internal and external communication.

Experience and Education:

- Bachelor Degree in public relations, journalism, mass communication from a reputed college or institute.
- Minimum 2-3 years experience in similar field is a must.
- Excellent speaking skills and strong writing ability.
- Excellent presentation skills.
- Experience in speech writing and press release.
- Experience in planning and managing events.
- Efficient in company profiling and building company image.
- Should be assertive and pleasant attitude.
- Should be willing to travel.
- Should be a strategic thinker & should possess the ability to design and implement new ideas & strategies.
- Enthusiastic and self motivated.
- Ability to prioritize, work under pressure and deliver to agreed deadlines.
- Ability to work independently and in a team.
- Enthusiastic approach to change.