

Job Description

Designation: Sales Executive

Operational Area: Metro/ Class I-II Towns

Reporting to: SSE/SM/ SSM/ ABM/ BM/ SBM

Sales Executive (Project)

1. Site Combing for the purpose of lead generation.
2. Data Collection and updation.
3. Carpenter visits.
4. Other Influencer visits (Engineer/ Contractor/ Interior Designer etc.)
5. Provide Market Feedback to the Company regularly.
6. Assist in implementing local promotion activity.
7. Achieve individual secondary sales and collection targets.
8. To ensure service and supplies to ongoing sites.
9. To handle complaints, if any.

Key Performance Indicators:

1. Achievement of individual secondary sales targets.
2. Quantity and Quality of Lead generation.
3. Conversion ratio of leads identified (both quality and quantity)
4. Identification and addition of Influencers to the Company Business rolls.
5. Regular and diligent observance of the CRM reporting system.