

Job Profile-Executive-Sales & Marketing:

1. Studies and understands all facets of the marcom services being offered.
2. Trains in various sales tactics and approaches approved by the company.
3. Approaches potential clients through new leads, cold calls, existing relationships, promotional events, or other means.
4. Hones and delivers a skilled sales pitch to potential clients, either by phone or in person, in an effort to secure a sale.
5. Details pricing and negotiates costs when necessary.
6. Facilitates successful sales by collecting client information.
7. Adds notes to records for each client call or meeting.
8. Works to maximise sales and meet quotas in the short and long term.
9. Maintains excellent relationships with all clients in the executive's portfolio.
10. Travels to see clients, attend tradeshow, or participate in industry events or trainings.
11. Meets clients outside of normal business hours when necessary.
12. Briefing about Client's feedback to the team.
13. Acting as the Branding ambassador for the organization.
14. Competitor Analysis.