

# Job Title: Sales Executive

Department: Sales

Reports To: Sales Manager

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## Job Summary

A Sales Executive is responsible for driving company sales by sourcing new clients and maintaining relationships with existing clients. The role involves understanding customer needs, presenting appropriate solutions, and negotiating terms to close sales successfully.

## Key Responsibilities

- Identify and generate new business opportunities through various channels.
- Develop and maintain strong relationships with existing and potential clients.
- Conduct market research to identify selling possibilities and evaluate customer needs.
- Prepare and deliver presentations on products/services.
- Create frequent reviews and reports with sales and financial data.
- Participate in trade shows, conferences, and other marketing events.
- Negotiate and close deals, ensuring all sales targets and KPIs are met.
- Provide after-sales support and maintain customer satisfaction.
- Collaborate with team members and other departments to ensure sales objectives are achieved.

## Qualifications

- Bachelor's degree in Business Administration, Marketing, or a related field.
- Proven experience as a Sales Executive or relevant role.
- Proficiency in English; knowledge of additional languages is a plus.
- Excellent knowledge of MS Office and CRM software.
- Strong communication, negotiation, and interpersonal skills.
- Self-motivated with a results-driven approach.
- Aptitude in delivering attractive presentations.

## **Work Environment**

- Office-based with occasional travel to client sites.
- Dynamic and fast-paced environment.

## **Compensation**

- Competitive salary with commission-based incentives.
- Benefits package including health insurance and retirement plans.