



# WEBSOCIALITE

B 240 Sushant lok3 , sector 57 gurgaon

## MARKETING AND SALE EXECUTIVE

### **Job purpose**

- To accomplish business development activities by researching and developing business opportunity and plans
- Implementing sales plans
- Acquiring customers for Our SAAS product

### **Job description**

- Connect with potential customers and create awareness about our SAAS product
- Acquire new customers for our Saas product using various channels
- Meets marketing and sales financial objectives by forecasting requirements; preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.
- Accomplishes marketing and sales objectives by planning, developing, implementing, and evaluating advertising, merchandising, and trade promotion programs; developing field sales action plans.
- Identifies marketing opportunities by identifying consumer requirements; defining market, competitor's share, and competitor's strengths and weaknesses; forecasting projected business; establishing targeted market share.
- Improves product marketability and profitability by researching, identifying, and capitalizing on market opportunities; improving product UX; coordinating new product / module development.
- Provides information by collecting, analyzing, and summarizing data and trends.
- Protects organization's value by keeping information confidential.
- Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.
- Accomplishes marketing and organization mission by completing related results as needed.

### **Marketing and Sales Manager Skills**

- Financial planning and strategy
- Marketing concept
- Positioning
- Sales planning
- Competitive analysis
- Understanding customer
- Product development



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- Client relationship
- Creative services

## **Marketing and sales manager qualification**

- MBA (Marketing) or Bba or Bcom, M com

## **Working conditions**

- Working hours 10-6 in a week, with the pressure to meet targets making late finishes a regular part of the job, especially at the end of the employer's financial quarter or year.
- Conditions of work vary widely according to the field in which you operate.
- As considerable travel is often required.
- Sale executives are generally expected to look professional and smart, particularly when liaising with clients.
- Travel within a working day, overnight absence from home and overseas work are all common.

Salary- Basic-15-20k + 25% incentives on sale/ new customer acquisition

## **Direct report**

List by job title any positions to be supervised by the incumbent.

Approved by	kanav Sachdeva
Date approved	13-12-17
Reviewed	