

Sales Associate - Job Description

Job Title: Sales Associate

Work Experience: 1 to 2 years

Work location: Nungambakkam, Chennai

Salary: As per the Industry Standard

Job Summary:

We are looking for an enthusiastic and highly motivated B2B Sales associate to generate prospective leads by cold calling & cold emails. The Sales Associate primary goal is to identify the business opportunities and new lead generation.

The candidate must be friendly & persuasive and able to understand the customer's requirements in a short time and present solutions that meet their needs.

You must be agile in sales and constantly follow sales process and also be patient and actively listen to the prospect. The ideal candidate will deliver a professional presentation to customers, uphold the ideals and standards of our company.

Responsibilities and duties:

- Cold calling & cold emailing will be the primary activity by using the database.
- Answering incoming calls from prospective customers.
- Using scripts to provide information about SaaS product features and explain its benefits.
- Ask pertinent questions to understand the customer's requirements and then recommend the right solution to solve the customer's problem professionally.
- Persuade the prospects to move towards next step in the sales cycle like product demo, meetings, etc.,
- Develop and cultivate strong buying relationships with customers.
- Use company sales kits and available training resources to stay up to date on product features.
- Regularly achieve quotas by bringing qualified leads.
- Keep records of calls, mails and record important information.
- The employee should work from office and will report to Sales manager.

Requirements:

- General understanding of the principles of sales cycle
- Excellent communication skills (Oral & Written - English)
- Eager to learn the SaaS Product
- Proven experience as tele-sales or similar sales/customer service role
- Proven track record of successfully meeting sales quotas preferably over the phone
- Motivation, driven and a self-starting attitude
- Ability to understand a client's needs and meet that need with a successful product sale
- Persistent and results-oriented
- Patient and able to handle customer rejection
- Basic knowledge of MS Office (Excel, Word, PPT)
- Any Bachelor's degree with sales experience is preferred

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