



Sales Executive (B2B)

About Life-Lab

Learning Is Fun & Experiential (LIFE) Lab envisions a world in which every child enjoys learning and lives with a scientific attitude. We seek to make learning engaging and relevant for students as well as to empower educators to create self-sustainable experiential learning environments. Thus, at Life-Lab, we innovate simple products that spark creativity and problem-solving skills in children and devise effective pedagogical processes that enable teachers to enhance their own knowledge, skills, and mindsets to facilitate holistic learning. To learn more about the organization, please visit:

www.life-lab.org

Position Summary

Sales Executives are the key point of contact between the organisation and its clients. Creating new leads, setting up calls and in person meetings to introduce the products, presenting demonstrations, signing agreements and collecting funds are the key responsibilities of a Sales Executive. Being the face of the organisation, they play a vital role in creating a positive brand through excellent inter-personal relationships and fulfilling commitments.

Key Responsibility Area

Working closely with the Business Development team to achieve yearly targets of the department.

- Lead generation: Participate in events, exhibitions to generate leads and create awareness regarding the organisation. Organize customer meets to build new relationships and strengthen existing relationships.
- Channel Development - Identify, develop and manager channel partners who can generate new business or influence a sale.
- School acquisition: Reaching out to prospective schools through various lead sources like references, channel etc., build a pipeline and sign them up to the Life-Lab program.
- School Retention: Retain all existing schools and upgrade the value of business within the portfolio.
- Fund Collection: Collection of money due from schools on time.

Roles & Responsibilities

Lead Generation

1. Creating a pipeline of leads and new prospective institutions who can be approached for sales of the program.
2. Organising and leading marketing meetings, events and presentations in public forums to improve the visibility of the organisation.

Channel Development and school acquisition:

1. Identifying and developing potential partners to incorporate Life-Lab products into their portfolio of products. This will require the sales executive to have meetings, product demonstrations and presentations with potential partners.
2. Cold calling, visiting schools, introducing Life-Lab's products and programs to schools.

For more info, log on to www.life-lab.org

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School Retention:

1. Relationship: Manage relationships with the designated schools within the territory.
2. Communication: Ensure periodic communication with the School Owner/Correspondent and sharing the progress of program implementation in the School
3. Coordination: Be the single point of contact for the school and coordinate internally with operations, product specialists and product team to ensure complete & efficient implementation.
4. Customer Satisfaction: Drive customer satisfaction for the managed schools by monitoring to ensure on time high quality product and service delivery.
5. Proactive problem solving–Be transparent in sharing the feedback of the Schools and proactively resolve issues or queries of our clients in a timely manner.
6. Escalate all issues concerning program implementation to the respective manager.

Fund Collection and documentation

1. Fund Collection: Complete all documentation regarding school sign up, collect funds as per company policy and engage the schools as per the need.
2. Reporting: Keep all reporting formats, CRM, documentation etc. updated on day-to-day basis. It's a high energy job which requires you to spend 100% of your time in the field.

Skills

- Aggressive pursuit of goals- A go-getter who gets things done
- Customer empathy- Should understand customer's pain points and should be able to pass on the feedback to the product team immediately for action
- Perseverance- One with never- say- die attitude. Doesn't give up. Takes rejection as a part of the job
- Quick learning- Picks up concepts, nuances, etc. quickly and adapts style to match the market and/ or customer need
- Work ethic- A self-starter and comprehensive approach of doing things. Doesn't need a reminder for expected activities
- Comfortable to travel in city and around the assigned territory
- Interpersonal Skills

Competencies

Must Have

- B2B concept selling- Ability to sell a concept in a B2B environment
- Collection of receivables- Should be able to collect the receivables from the customers
- based on agreed terms
- Problem Solving Skills- Should be able to identify roadblocks and find ways to navigate them
- Team work and collaboration- Should be able to work with other team members
- Reporting-timely reporting of daily activities and business
- Inter personal skills and communication- Excellent communication and ability to build rapport



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Candidate Profile

We are looking for an individual with a go-getter attitude and a go-to personality. Someone who can drive the projects and keep the momentum on and at the same time is extremely understanding and approachable to both internal and external stakeholders.

Qualification & Experience

- **Qualification: Any Graduate with good command of English**
- **Age Group: 25 to 30 Years**
- **Two-wheeler is a must**
- **Work Experience: 2- 4 years preferably in a Publication House or other institutions, directly involved in Sales or Direct Marketing of education related services or products like Educational Software / School Textbooks**
- Excellent verbal and written communication skills
- Good time management and organisation skills
- Channel development and lead generation
- Data handling, Google Suite and MS office

Salary

INR 2, 00,000 – INR 2, 40,000 (Fixed CTC annually) + up to INR 60,000 (Annual Performance Bonus)

Location

Pune

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Candidates with relevant experience and interests are welcome to apply

To apply, please email your CV to info@life-lab.org