

Job Description

Job Title: Sales Officer / Sales Executive- Institutional Sales

Location: Anywhere in North India

Industry: FMCG / Food Processing

Job Summary:

The Sales Officer/ Sales Executive- Institutional Sales will be responsible for driving revenue growth by identifying and managing institutional clients such as corporate organizations, government institutions, educational establishments, and other bulk buyers. The role involves developing strong client relationships, executing sales strategies, and achieving sales targets within the assigned territory.

Key Responsibilities:

1. Institutional Sales & Business Development

- Identify, target, and acquire **institutional clients** for bulk sales.
- Develop and execute **sales strategies** to expand the customer base and increase market penetration.
- Prepare and present **customized proposals** to potential institutional clients based on their specific needs.

2. Client Relationship Management

- Build and maintain strong relationships with **corporate clients, government agencies, schools, hospitals, and other institutions**.
- Conduct regular client visits to understand their requirements and ensure customer satisfaction.
- Provide post-sales support, handle client inquiries, and resolve any service-related issues.

3. Sales Target Achievement & Reporting

- Meet and exceed monthly, quarterly, and annual **sales targets** as set by the management.
- Track and report **sales performance, market trends, and competitor activities**.
- Maintain a sales pipeline and ensure timely follow-ups to close deals.

4. Coordination & Compliance

- Work closely with **internal teams** (operations, logistics, and finance) to ensure seamless order fulfillment.
- Ensure all sales transactions comply with company policies and regulatory requirements.

- Assist in **contract negotiations and agreement finalization** with institutional buyers.

Qualifications & Experience:

- **Education:** Graduate / Postgraduate (Sales & Marketing preferred)
- **Experience:** Minimum **3 years** of experience in **institutional or B2B sales** in the FMCG / Food Processing sector.

Key Skills & Competencies:

- ✓ Strong understanding of **institutional sales processes** and bulk procurement.
- ✓ Excellent **negotiation, communication, and presentation skills**.
- ✓ Ability to build and maintain **long-term client relationships**.
- ✓ Strong **analytical and problem-solving skills**.
- ✓ Proficiency in **MS Office (Excel, Word, PowerPoint)** and CRM tools.
- ✓ Self-motivated, result-oriented, and able to work independently.