

## **Job description for Manager: New Business Development and B2B Sales**

### **Work Location: Delhi NCR**

#### **KEY RESPONSIBILITIES:**

1. To establish sales opportunities through networking, building relationships, conducting outdoor activities.
2. Area Mapping, cold calling, prospecting.
3. Build corporate database and be responsible for lead generation and deal closure with necessary documentation.
4. Identify potential opportunities to accelerate business volume.
5. Develop and implement strategies for achieving sales goals.
6. Prepare periodic sales report.
7. Be able to forecast sales in terms of numbers and revenue
8. Achieve sales targets through acquisition of new clients and growing business from existing clients.
9. Identify improvements or new requirements by remaining current on industry trends, competitor activities.

#### **KNOWLEDGE AND SKILL REQUIREMENTS:**

1. Experience in selling into corporates as well as selling of new age education programs.
2. Ability to articulate USPs of programs vis-à-vis competitive offerings with deep coaching and counselling experience.
3. Ability to make inroads into new accounts and territories.

#### **CANDIDATE PROFILE:**

1. MBA Marketing preferred along with Graduation from reputed University/Institutes
2. 5-10 years of Corporate Sales experience preferably in education sector
3. Candidates with exposure and work experience in Edtech companies offering new age and futuristic programs will be preferred
4. Strong Communication skills (written & verbal), presentation skills and client relationship management are a must for this position.
5. Proficiency in MS Office & CRM tools

Desired candidates should send their resume to [careers@imtdl.ac.in](mailto:careers@imtdl.ac.in)