

Job Title: Sales Executive

Location: Delhi, India

Company: Outlook Media India (Part of Pure Tech Services)

About Us:

Outlook Media India is a premier brand marketing and advertising agency providing an array of services including social media management, online paid ads, ATL Marketing Services, BTL Marketing Services, Public Relations, and Event Management. Our core products encompass brand development, brand management, performance marketing, media buying, and traditional advertising. We are known for unparalleled creativity, extreme transparency, unmatched customer satisfaction, storytelling prowess, and industry leadership.

Job Summary:

We are looking for a dynamic and result-oriented Sales Executive to join our team. The ideal candidate will be responsible for lead generation, client management, sales closure, achieving sales targets, building client strategies, and handling client projects. The role requires a proactive approach, excellent communication skills, and a passion for sales and marketing.

Key Responsibilities:

- **Lead Generation:**
 - Identify potential clients and generate leads through various channels such as networking, cold calling, email campaigns, and social media.
 - Maintain and update the lead database with accurate and current information.
- **Client Management:**
 - Build and maintain strong relationships with existing and potential clients.
 - Understand clients' needs and provide tailored solutions to meet their marketing and advertising requirements.
- **Sales Closure:**
 - Conduct presentations and product demonstrations to prospective clients.
 - Negotiate and close deals, ensuring profitable sales margins.
 - Prepare and deliver sales proposals and contracts.
- **Achieving Sales Targets:**
 - Meet and exceed monthly, quarterly, and annual sales targets.

- Monitor sales performance and implement strategies to improve sales figures.
 - **Building Client Strategies:**
 - Develop customized marketing strategies for clients in collaboration with the creative and marketing teams.
 - Provide insights and recommendations based on client objectives and industry trends.
 - **Project Handling:**
 - Oversee client projects from initiation to completion, ensuring timely delivery and high-quality execution.
 - Coordinate with internal teams to ensure smooth workflow and client satisfaction.
 - **Reporting and Documentation:**
 - Prepare regular sales reports and forecasts for the management.
 - Maintain accurate records of sales activities, client interactions, and project progress.
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Qualifications:

- Bachelor's degree in Marketing, Business Administration, or a related field.
 - Proven experience in sales, preferably in the marketing and advertising industry.
 - Excellent communication, negotiation, and interpersonal skills.
 - Strong understanding of marketing and advertising concepts.
 - Ability to work independently and as part of a team.
 - Proficiency in CRM software and Microsoft Office Suite.
 - Strong organizational and time-management skills.
 - A proactive and results-driven mindset.
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Benefits:

- Competitive salary with performance-based incentives.
- Opportunity for career growth and development.
- Dynamic and collaborative work environment.
- 5 days a week job