

Associate Sales Manager

Description

Company Description

Craste is a leading innovator in sustainable solutions, committed to transforming the landscape of construction & furniture materials. Our Engineered Green Boards, crafted from upcycled agri residue, redefine standards in both performance and sustainability.

Job Overview: As a Sales Associate for Engineered Green Boards at Craste, you will play a pivotal role in driving our mission of promoting sustainable materials. You will be responsible for developing and managing client relationships, generating leads, and achieving sales targets for our cutting-edge engineered green boards.

Responsibilities

Client Relationship Management:

- Build and maintain strong relationships with architects, builders, contractors, and other key stakeholders.
- Understand client requirements and provide tailored solutions using our engineered green boards.

Sales and Lead Generation:

- Actively seek out new sales opportunities through networking, cold calling, and attending industry events.
- Achieve and exceed monthly and quarterly sales targets.

Product Knowledge:

- Develop a deep understanding of our Engineered Green Boards and effectively communicate their benefits to potential clients.
- Conduct product demonstrations and presentations as needed.

Market Analysis:

- Stay informed about industry trends, competitor products, and market conditions.
- Provide feedback to the marketing and product development teams for continuous improvement.

Collaboration:

- Work closely with the marketing team to align sales strategies with marketing initiatives.
- Collaborate with internal teams to ensure seamless delivery and client satisfaction.

Qualifications

- Proven experience in sales, preferably in the construction or building materials industry.
- Excellent sales, negotiation and communication skills

Hiring organization

Craste

Employment Type

Full-time

Job Location

Pune

Date posted

February 26, 2024

- Proven ability to achieve sales targets and drive revenue growth
- Experience in B2B Sales or account management
- Ability to collaborate with cross-functional teams and work in a dynamic, fast-paced environment
- Comfortable working independently and taking ownership of responsibilities
- Proficiency in Microsoft Office and Salesforce or similar CRM software
- Experience in the packaging or furniture industry is a plus
- Bachelor's degree in Business Administration, Sales or Marketing, or related field

Contacts

For any queries, write to connect@craste.co