

PLACEMENT DRIVE NOTIFICATION

Company	Dalmia Cement Bharat Ltd
Company Type	Wholesale Building Materials
About the Company	<p>Dalmia Bharat Group has an iconic heritage associated with India's development since 1939. A legacy of promising endeavours that helped India develop in the fields of Cement, Sugar, Refractories, and Power. Since inception, we have always believed in merging experience and expertise. We took the first step towards India's development in the cement industry by establishing several cement industries across the nation. People distinctly identify us as one of the most successful Group with a legacy of over 80 years. We firmly believe in the potential and promise of our youth.</p> <p>Website: http://www.dalmiabharat.com</p>
Job Title	Sales Officer Trainee
Job Description	<ul style="list-style-type: none"> • Ensure achievement of sales targets for the period and take measures to increase the market share/sales targets in the districts assigned • Complete Cement inventories, sales reports and invoices, and other documents released under his/her watch • Control outstanding/over dues by vigilantly monitoring the dealers • Coordinate with Technical Support Team for site visits and leverage their expertise to maximize trade/non-trade sales as per requirements • Maintain cordial relations with Real Estate, dealers, construction companies, end customers to get repeat orders thereby maximizing sales and focus on long-term retention of the same • Ensure high level of customer satisfaction by way of timely resolution of the customer grievances • Survey existing and prospective customers at grassrootlevel within the district to facilitate overall estimation of market size for the business year by the Regional Head • Interact and ensure good relations with contractors, using concept selling techniques, highlighting DBCL's quality, prices, and cost of services • Execute weekly plan and map existing territories and identify new territories to maximize sales in the region • Develop district-specific local campaigns, marketing plans and other effective techniques to generate product awareness and consequently sales • Plan and execute site visits with an aim to create a strong push in the market for the company's products • Utilize CRM for greater visibility, monitoring, performance evaluation and any course correction/ corrective action required • Monitor the fluctuations in sales targets and take preventive/corrective measures to avoid the same • Monitor the BTL inventory levels at the dealer shops (Point of purchase / sale, promotional items such as danglers, posters etc.) and report the same to the Marketing team as per timelines / plan so that the same could be arranged / procured

	<ul style="list-style-type: none"> • Take initiatives to inculcate innovation in selling techniques by adopting new technologies and techniques like cross-selling, opting for sales recording, invoice generation applications/portable machines, social media, etc • Handling customer complaints or inquiries • Generate new leads periodically and ensure regular pitching to them on the existing as well as upcoming products • Seek requisite developmental support/ inputs from the leadership and strive for self-development, both functional and behavioural • Undergo training as required for team's development • Update self-knowledge base to cater the organization need
Job Location	Across the Tami Nadu
Eligible Degrees	MBA (Marketing)
Eligibility Criteria	60% and above in academics
Desired Skills	<ul style="list-style-type: none"> • Business Acumen (with regards to Sales Functions) • Working knowledge acumen in cement chemical composition, gradient, strength, density and its variation required as per different customer requirements • Sound knowledge of Salesforce, Customer Relationship Management (CRM) database • Customer Profile Understanding in a wide spectrum ranging from small-end customer to big corporate consumers • Innovation and Creativity • Tactical Knowledge of Product Promotion • Customer-centric Advertising Techniques
Compensation (CTC)	INR 3.5 LPA on confirmation (during 6 months training) the DOJ CTC 4.25 LPA
Selection Process	Will be informed later
Date of Interview	Will be informed later
Venue	Online