



### Job Description

<b>Designation:</b>	Sales & Operations Coordinator	<b>Job Location:</b>	Ludhiana
<b>Department:</b>	Operations	<b>Grade/ Level:</b>	L1 - B
<b>Direct Reporting To:</b>	GM Consulting	<b>Direct Reportees:</b>	None
<b>New Position/ Back Fill:</b>	New	<b>No. of openings:</b>	1

#### **Introduction:**

As the name defines, we are exclusively for MSME (Micro Small & Medium Enterprise). We understand the efforts put by an entrepreneur to run a business on a daily basis. We work as a catalyst for imparting clarity in concepts related to business through a highly experienced team in a cost-effective manner.

In consulting space, our projects are generally for 6 months on Renewal basis. We work on Sales, Finance, PPC, Business Administrations & Operations, Human Resource Management, I.T and other management aspects which make businesses more organized and scalable. In these projects, we map a consultant who visits client's business at regular intervals for the period of 6 months on Renewal basis and implement the defined SOW of the project. The Detail training of each and every aspect of a project is given to consultant on regular intervals.

#### **Job Purpose:**

The SOC would be responsible for primary research of gathering information of progressive entrepreneurs and fixing up appointment with them through telephone, who can be prospective clients of MSME Consulting.

She would also be responsible for doing the day to day operational work.

#### **Responsibilities:**

- Generating names & numbers of prospective buyers of MSME products (Small and Medium Enterprise Clients)
- Researching about the above mentioned names and qualifying prospective leads
- Generating 60% quality of leads of clients as per MSME Standard
- Calling prospective leads seeking appointments
- Ensuring to fix daily 16 appointment for branch
- Mapping the appointment to the Business Consultant
- Ensuring 2 admission in a month through Sales Team
- Updating Various MIS
- Communicating with Business Consultants about their appointments
- Communicating with clients through e-mail, telephone, etc.
- Following up with Business Consultants on the appointment before and after results



	<ul style="list-style-type: none"><li>• Following up on rescheduling or confirmation with clients</li><li>• Managing assigned Business Consultants' monthly calendar</li><li>• Getting clients' feedback</li><li>• Resolving customer complaints, if any through appropriate channels</li><li>• Participating in various trainings and employee-engagement activities.</li></ul>		
<b>Requisite Skills:</b>	<ul style="list-style-type: none"><li>▪ Fluent in English, Hindi and local language</li><li>▪ Good computer skills</li><li>▪ Good Telephonic conversation skills.</li></ul>		
<b>Desired Skills:</b>	<ul style="list-style-type: none"><li>▪ Polite nature</li><li>▪ Confident</li><li>▪ Aggressive</li></ul>		
<b>Education:</b>	Graduate in any stream		
<b>Relevant Experience:</b>	1 year- 2 years	<b>Total Experience:</b>	2-3 years
<b>CTC per annum:</b>			