



## *Automate and Liberate*

Job Title: Business Development Executive - Software Services and Embedded Product Sales

Location: Coimbatore

Department: Sales & Marketing

Reports To: Manager

### **Job Summary:**

We are seeking a dynamic and results-driven Business Development Executive with expertise in software services and embedded product sales. The ideal candidate will be responsible for driving sales through new customer acquisition, following up with existing customers, and upselling additional services and products. Additionally, the candidate should possess a basic knowledge of digital marketing to enhance our sales strategies and campaigns.

### **Key Responsibilities:**

#### **New Customer Acquisition:**

Identify and target potential clients for our software services and embedded products.

Develop and implement effective sales strategies to convert leads into customers.

Conduct market research to identify new business opportunities and understand market trends.

#### **Customer Relationship Management:**

Maintain and strengthen relationships with existing customers through regular follow-ups.

Understand customer needs and propose solutions to address their requirements.

Ensure customer satisfaction and address any issues or concerns promptly.

#### **Upselling and Cross-Selling:**

Identify opportunities to upsell additional services and products to existing customers.

Develop and execute upselling strategies to increase revenue from the current customer base.

Provide product demonstrations and presentations to highlight the benefits of our offerings.

#### **Digital Marketing Integration:**

Collaborate with the marketing team to create and execute digital marketing campaigns that support sales initiatives.

Utilize digital marketing tools and techniques to generate and nurture leads.

Monitor and analyze the effectiveness of digital marketing efforts and provide feedback for improvement.

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### **Sales Reporting and Documentation:**

Prepare and present sales reports, forecasts, and performance analysis.

Maintain accurate and up-to-date records of all sales activities and customer interactions.

Use CRM software to manage leads, opportunities, and customer data effectively.

### **Collaboration and Communication:**

Work closely with the sales, marketing, and product development teams to align strategies and achieve sales targets.

Participate in sales meetings, training programs, and industry events as required.

Communicate customer feedback and market insights to the relevant departments.

### **Qualifications and Skills:**

Education: Bachelor's degree in Business, Marketing, Engineering, or a related field. An MBA is a plus.

Experience: 0-2 years of experience in sales, business development, or a related role, preferably in the software services or embedded systems industry.

### **Skills:**

Strong understanding of software services and embedded products.

Basic knowledge of digital marketing principles and tools.

Excellent communication and presentation skills.

Proven track record of achieving sales targets and driving revenue growth.

Ability to build and maintain strong customer relationships.

Analytical mindset with the ability to interpret sales data and market trends.

Proficiency in CRM software and other sales tools.

### **Benefits:**

Competitive salary as per industry standard and performance-based incentives.

Opportunities for professional growth and development.

Collaborative and innovative work environment.

**Share Your resume to- [guru@memstech.com](mailto:guru@memstech.com)**