

---

## Sales and Marketing

### Position Description

---

#### PURPOSE

The incumbent is accountable for Sales and marketing at PACE and also to strategize and generate new business, in line with organizational policies & processes.

#### SPECIFIC ACCOUNTABILITIES AND RESPONSIBILITIES

- Identification of Prospective clients
- Presentation to customers
- Customer Relationship Management
- Participate at every stage of the sales cycle as required to generate business
- Managing/Updating Databases and Report generations – weekly /monthly / quarterly
- Preparing RFP, Proposal preparations and follow up to closure
- Preparing Collaterals, PPT and promotional material and deliver as per SLA
- Coordinate with all PACE partners and Build a good channel process with partners of repute who could collaborate to help convert opportunities and work on newer innovative areas
- Identifying local business and academic associations wherein OGO brand image could be built
- Networking with professionals from various fields of business
- Will need to do some level of market research occasionally based on requirements
- Update client information by using the internet
- Collecting and collating all kinds of market and customer related information
- Suggesting promotions / events / other brand building activities and collaborating for implementation
-

- 
- Ensuring a commercial and legal review of all MoUs, contracts & other legal/commercial agreements/documents with finance/legal
  - Defining revenue targets for forthcoming year including both the overall revenues and the mix of revenues attributed to various clients
  - Reviewing and suggesting change in price to the finance team if considered necessary
  - Participation in negotiations with customers for contracts including financial terms to be agreed on
  - Building awareness of local conditions.
  - Any other assignment, tasks that have been given from time to time based on the sales and marketing time of duty.

### MINIMUM REQUIREMENTS

#### Competencies

- Excellent presentation and communication skills
- Strategic Orientation, Business Acumen & Decision Making
- Selling capabilities
- Familiarity with sales cycle
- Ability to network and collaborate
- Ability to travel and socialize extensively
- Understanding of commercials and contracts
- Perseverance

#### Education & Experience

- Techno commercial Experience
- Good track record of revenue generation
- MBA in Marketing
- Experience in sales from any industry