



MOTVIC CONSUMABLE
ELECTRICAL PVT LTD

Business Development Manager - Sales & Marketing

Experience - 3 to 5 years

Immediate Joiner or 15 days

No of Opening - 5

Salary Range - Upto 50k

Work Location - Mumbai

Product /Industry - LED Lights

Prefered Male Candidates

Responsible for driving sales growth, market expansion, and strategic partnerships in LED Lighting sector. This role combines sales leadership with business development strategies to build long-term relationships, increase revenue, and expand the company's footprint in the electrical products and durable goods market.

Key Responsibilities:

1. **Sales Strategy Development:** Design and implement sales strategies to meet revenue and growth targets in the consumer electricals and durables sectors.
2. **Client Acquisition & Relationship Management:** Identify and pursue new business opportunities and manage relationships with existing clients, suppliers, and distributors to foster long-term partnerships.
3. **Market Research & Analysis:** Monitor market trends, competitor activities, and customer needs to identify opportunities for growth and product innovation.
4. **Product Knowledge:** Stay updated with the latest product offerings and technology trends in electricals and consumer durables to offer informed recommendations to customers.
5. **Sales Negotiation:** Lead negotiations with clients for contracts, pricing, and other sales terms while ensuring profitability and customer satisfaction.
6. **Team Collaboration:** Work with cross-functional teams such as marketing, product development, and supply chain to ensure product availability, promotional activities, and effective delivery.
7. **Target Achievement:** Set and achieve quarterly and annual sales targets and performance KPIs for the sales team and the region.
8. **Reporting & Forecasting:** Prepare regular sales reports, forecasts, and action plans to track business progress and align with company objectives.

Required Skills & Qualifications:

- **Education:** Bachelor's degree in Electrical Engineering, Business Administration, or related fields (preferably a Master's).
- **Experience:** Proven experience in sales/business development in the LED Lights industry.
- **Technical Knowledge:** Strong understanding of electrical products, consumer electronics, and durable goods market trends.
- **Communication:** Excellent communication, negotiation, and interpersonal skills.
- **Leadership:** Ability to lead, motivate, and collaborate with a sales team.
- **Analytical Thinking:** Strong analytical skills with an ability to identify business opportunities and challenges.

Preferred Skills:

- Familiarity with project management tools.
- Industry certifications or training in business development or sales would be a plus.

This role requires a strong mix of technical knowledge, sales expertise, and strategic thinking to drive revenue growth in the competitive electricals and durables market.

