



# Rajiv Gandhi University of Knowledge Technologies

(A.P. Govt. Act 18 of 2008 & Telangana Govt. Adaptation G.O. Ms No.29 Dt.17.12.2014)

Basar (Village & Mandal), Nirmal District, Telangana State – 504107, India.

Webpage: [www.rgukt.ac.in](http://www.rgukt.ac.in)

## Training & Placement Office

RGUUIT-Basar/Placement/Notice Board/20-21/001

Date: 20.08.2020

### JOB DESCRIPTION OF RAAM GROUP

It is hereby informed to all E4(B15 batch) Students that the **RAAM GROUP** Conducting recruitment drive for 2021 passing out students. Interested & Eligible students need to register in given links mentioned below by **21<sup>st</sup> Aug 2020,2:00PM**.

#### ELIGIBILITY CRITERIA:

- Branches: All Branches
- Role: Sales Executive
- Salary offered: 5.5 Lakhs CTC
- Location: Hyderabad, Telangana and AP

#### Drive Registration Links (Mandatory to register in both links):

- <https://forms.gle/yEbsuesF4G1m41Af6>
- <http://hub.rgukt.ac.in/hub/tnp/register>

#### *Sales Executive*

**RAAMGROUP**

**Job Role** : Sales executive  
**Location** : Hyderabad and rest of Telangana.  
**Salary structure** : 5.5 Lakhs CTC

#### **Components of CTC**

Fixed component : 2.4LPA  
Variable component : 1.1LPA (year 1)  
Retention bonus : 2 Lakhs

## **Job Description**

The role of the Sales executives is to sell vehicles as well as the optional extras, accessories, financial services, Insurance. They represent the brand, provide excellent customer service and are the key contact between the customer and the company. The Sales Executives have to establish and maintain a personal and lifelong contact and relationship with the customer, thus achieving high customer satisfaction and keeping them loyal to the brand. They have to provide the customer information and solutions on product and services to meet their needs and desires. They have to meet the sales targets with high customer service standards.

### **Roles and Responsibilities**

#### **1. Meeting and Greeting**

- Proper greeting of customer in showroom or field areas
- Introduction of self, offer business card
- Assist customer when the requested salesperson is not immediately available

#### **2. Analysis of needs and requirements**

- Observe customer's conversation to find out requests, needs and desires
- Check, discuss and clarify needs by using questioning techniques (open, target and close questions)
- Based on needs analysis, recommend a product that meets requirements
- Provide estimation of product sales process (lead time for product arrival)

#### **3. Product demonstration (static and dynamic)**

- Able to relate features to advantages and benefits for customers
- Provide proof of the benefits (e.g. test drive, literature and data, etc.
- Static demonstration
- Perform dynamic demonstration/ test drive with planned route and professionalism
- Discuss experiences with customer after static or/and dynamic demonstration

#### **4. Presentation of offer**

- Present offer of the right match to customers' needs
- Present other packages (accessories packages)
- Discuss and clarify terms and conditions of offer (especially promotional offers)

#### **5. Handling of objections/ difficult customer interface/ negotiation**

- Argumentation focused on the customer benefits and not on the price (value for money)

#### **6. Build and expand customer database**

- Active prospecting of new customers through direct mailing, cold calls, cold visits/canvassing and referrals
- Using available IT database tool to keep track of own prospects and customers
- Keep track record of walk in, telephone enquiry of customers and prospect

**Skills** : Communication skills, analytical skills, Negotiation  
**Required** skills, basic computer skills, team  
player, and ability to work in dynamic situation

**Eligibility** : Any Graduate Student (All branches/specializations)

***Terms and condition:***

*\*Incentives start after probation period.*

*\*Candidate should be ready for relocation.*

*\*Increment year 2 is on Variable component leading up to 2.2 LPA*

*\*Variable and retention apply only if candidate does not switch roles to department other than sales.*

*\*Retention bonus distribution.*

*\*Year 1 - 5%(10,000)*

*\*Year 2 - 10% (20,000)*

*\*Year 3 - 85%(1,70,000)*

**Sd/-  
Placement office**