

## **Designation: Business Development Executive**

Job Reference ID: WTAHMBDE

Relevant Experience: 1-3 years

Position(s): 3

Location: Ahmedabad

Contact: [hr@wishtreetech.com](mailto:hr@wishtreetech.com)

Job Description:

### **Requirements**

- Identifying prospects and opportunities
- Qualifying prospects and opportunities
- Outreaching to prospects via email marketing/ LinkedIn/other platforms etc. Actively seeking out new sales opportunities through cold calling, networking and different sales channels.
- Developing appropriate marketing materials for an international audience and networking with clients globally.
- Knowledge of B2B and B2C segments of Business.
- Knowledge of bidding portals like Freelancer or Upwork
- Researching organisations and individuals online (especially on social media) to identify new leads and potential new markets.
- Cold calling and contacting potential clients, via email or phone to establish rapport and set up meetings.
- Maintaining fruitful relationships with existing customers.
- Ability to handle pressure and meet deadlines.
- Requirement gathering, conducting market research to identify selling possibilities and evaluate customer needs.
- Sales & technical discussions with potential clients
- Preparing proposals and quotations
- Develop and maintain accurate and detailed customer and prospect account information
- Coordination with internal team for estimation/project progress/deadlines

### **Mandatory**

- Must have flair for sales
- Strong understanding of Web technologies (Website design, web development, eCommerce, Open Source)
- Profound knowledge and prior work experience about international IT sales.
- Good knowledge of Digital Marketing on social networks (Facebook, Twitter, LinkedIn)
- Excellent verbal and written English Communication Skills
- Multitasking abilities. Good coordination skills. Should be outspoken
- Experience working with service based industry
- Target/Result oriented approach
- Bachelor's Degree

### **Nice to have:**

- MBA in Marketing/Sales