
Job Title: Inside Sales Executive

Job Summary:

We are looking for enthusiastic and driven individuals to join our Inside Sales team. This role involves reaching out to manufacturing companies, introducing our shop floor real-time data software and IOT solutions, and generating qualified business opportunities.

Key Responsibilities:

- Research and identify **manufacturing companies** in Coimbatore and Chennai.
 - Connect with **High-level professionals** (Production Executives, CXO, Plant Head) through calls (Maintain **professional communication**)
 - Explain the company's products and create interest among potential clients.
 - Understand client needs and clearly communicate how the company's products solve their problems and deliver value.
 - Perform cold calling and follow up on leads consistently.
 - Generate qualified appointments and Schedule meetings for the field sales/product engineering team for demonstrations at client locations.
 - Maintain strong **CRM discipline** by updating all calls, follow-ups, and lead status accurately.
 - Support **social media outreach**, especially via LinkedIn.
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Performance Expectations (KPIs):

- Target to consistently generate a set number of qualified appointments per week for product demonstrations based on business requirements.
 - Maintain consistent call activity and follow-up pipeline.
 - Ensure quality and relevance of leads.
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Required Skills & Qualifications:

- Any PG graduate (MBA in Marketing/Sales preferred)
- UG graduates : BBA, B.Sc, B.E/B.Tech

- 1–2 years in Lead Generation / Inside Sales (B2B)
- Preferred (Not Mandatory):
 - Exposure to manufacturing or technical background.
 - Internship or project experience in sales/marketing.
- Strong communication & persuasion skills in English and Tamil.
- Interest in B2B **sales, marketing, or business development**.
- Comfortable with **cold calling and client interaction**.
- Demonstrating patience and consistency in managing **long B2B sales cycles**.
- Familiarity with corporate productivity tools (e.g., CRM systems, Microsoft Office, Google Workspace, and social media platforms).
- Willingness to learn and grow in a sales role.

Compensation:

- **Starting salary: ₹15,000 - ₹ 25,000 per month**
 - Performance-based **incentives and salary increments**.
 - Additional rewards for achieving/exceeding appointment targets.
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