



भारतीय प्रबंध संस्थान बेंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE

Marketing Executive – Open Programmes

Indian Institute of Management Bangalore invites applications for the position of **Marketing Executive – Open Programmes**. It is a full-time contractual position, based out of Bangalore.

Job Description

The role reports to the Administrative Officer (Open Programmes).

The role will be to work with a database of clients that are a mixture of existing, dormant and new contacts and manage all aspects of the sales process including building and maintaining own business pipeline to market the programmes offered by Executive Education, IIMB.

Responsibilities:

- Deliver prepared sales talks, reading from scripts that describe Executive Education Programmes (EEP), in order to persuade potential customers to enroll for a programme.
- Contact businesses or private individuals by telephone in order to solicit sales
- Explain EEP calendar and prices, and answer questions from customers.
- Obtain customer information such as name, address, and payment method, and enter orders into computers.
- Record names, addresses, purchases, and reactions of prospects contacted.
- Obtain names and telephone numbers of potential customers from sources such as telephone directories, magazine reply cards, and lists purchased from other organizations.
- Adjust sales scripts to better target the needs and interests of specific individuals.
- Answer telephone calls from potential customers who have been solicited through advertisements.
- Telephone or write letters to respond to correspondence from customers or to follow up initial sales contacts.
- Maintain records of contacts, accounts, and orders.
- Schedule appointments for sales representatives to meet with prospective customers or for customers to attend sales presentations.
- Conduct client or market surveys in order to obtain information about potential customers.

Minimum Qualifications:

- Graduate with work experience of minimum of 3 years
- Exposure to Executive Education products preferred.
- Should be well versed with MS Office applications (Word, EXCEL, Power Point)

Candidate Requirements:

- Outbound calling or customer service experience
- Excellent communication skills and ease in doing telephone conversations
- Proven track record in a sales environment
- Good attention to detail
- Computer literate and experience in database navigation
- Knowledge of the Executive Education or Training industry an advantage
- Ability to write detailed follow up notes for business reporting
- Mature attitude with a capability to discuss business issues
- Confident and self-motivated
- Friendly personality and team player

To apply, enclose the following:

- A cover letter
- CV with the names and contact details of three references
- Samples of work

The above positions are offered on Contract basis and renewable subsequently. Remuneration will be based on Institute norms and the applicant's qualification and experience. Only shortlisted candidates will be intimated.

Please send it to hr@iimb.ernet.in or by post to:

Chief Human Resources Officer
Indian Institute of Management Bangalore
Bannerghatta Road, Bangalore - 560076

Closing date for the receipt of applications is August 30, 2014.