

Organization:	Kansai Nerolac Ltd.
Job Title:	Decorative Marketing and Sales Trainee
CTC:	4.25 LPA
Location:	PAN India
Departments Eligibility:	Commerce and Management
Course Eligibility	MBA/BBA/B.Com
Student Gender Preference:	Any
Job position:	Full Time
Job Profile	Marketing and Sales

General Job Description

1. Increase extraction at low counter share dealers with focused visits & demand generation activities.
2. Communicate various schemes to these low counter share dealers & enroll them in these offers for business increase, dealer accounting & timely scheme settlements.
3. Convert non dealers to dealers with the help of influencer contact.
4. Increase in shop visibility at identified competition counters.
5. Organize & Conduct Painter meets at pre-selected low counter share dealers.
6. Enroll painters in NPP (Nerolac Premium Painter) program, closely monitor their sale & ensure non user painters become users.
7. Provide market information support to ASM (Area Sales Manager) on select outlets.
8. Conduct product demos at dealer shops/painter meets.
9. Execute marketing offers/program at these selected outlets.
10. Visit painter sites for their support & conversion.

Eligibility

Postgraduate/Undergraduate

The candidates should be First division throughout their High School, Intermediate and UG/PG courses.

The candidate must have good communication skills

Students from passing out year 2023/2024 can only apply

Candidate must be disciplined and possess a professional attitude

Job Reviewed by: Director, Training & Placement

Job Approved by: Director, Training & Placement

Job provided through: Campus Placement

Date: 03/07/2023