

Organization:	HikeEdu
Job Title:	Business Development Manager /Executive
CTC:	6.6LPA/7.6LPA
Location:	Mumbai/Gurugram
Departments Eligibility:	COMMERCE & MANAGEMENT
Course Eligibility	BBA/B.com/MBA
Student Gender Preference:	Male/Female

General Job Description

- **Sales Conversion:** By connecting each day with a minimum of 100 working professionals – our primary target audience, from the database / leads present on the CRM software, you are expected to create a pool of genuine prospects.
- **Counselling & Guidance:** Provide detailed information about the online education programs, including curriculum, benefits, and career outcomes, ensuring prospective students make informed decisions.
- **Target Achievement:** Consistently meet or exceed daily/weekly/monthly sales targets and KPIs (Key Performance Indicators), including connected calls, talk time, and admissions. As observed, this is an 'End-to-End Sales' role wherein you initiate conversations through cold-calling activity and eventually lead them toward final closures. Make a minimum calls per day (as per the policy) to potential leads/students/clients from the provided database to ensure a steady pipeline and meet performance expectations.
- **Sales Strategy Execution:** Implement sales techniques to maximize lead conversion rates, including effective cold calling, objection handling, and rapport building. Moreover, providing prospective customers with a detailed information about the programs being offered through telephonic / video - counselling or an in - person meeting, further helps in creating a strong pipeline for the days ahead.

Eligibility

Commerce & Management

BBA/B.COM/MBA

SPECIALIZATION – All

Fresher

Trainee who successfully complete the one-month WFO training program and meet all required criteria will be offered a permanent position with the company.

Failure to meet the assigned targets during the training period may lead to appropriate consequences, including an extension of the On-the-Job Training (OJT) period.

Job Reviewed by: Director, Training & Placement
Job Approved by: Director, Training & Placement
Job opportunity provided through: Training and Campus Placement Department

Date: 15/09/2025