Srinath University
अध्ययन • अनुशासन • अनुग्रहण

# JOB DESCRIPTION

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| **Organization:** | **BERGER INDIA** |
| **Job Title:** | **SALES ASSOCIATE** |
| **CTC:** | **7 LPA** |
| **Location:** | **PAN JHARKHAND** |
| **Departments Eligibility:** | **MANAGEMENT/B.TECH** |
| **Course Eligibility** | **MBA (MARKETING)/BTECH (CIVIL)** |
| **Student Gender Preference:** | **ALL** |

## General Job Description

- Conduct market research to identify potential clients, leads, and business opportunities.
- Engage with educational institutions, professionals, learners, and other prospective clients.
- Generate leads through networking platforms, outreach campaigns, and events.
- Understand client requirements, goals, and challenges through effective communication.
- Recommend suitable courses and programs based on client needs.
- Explain the company's educational offerings and highlight their career benefits.
- Manage the complete sales cycle, from lead generation to conversion and closure.
- Conduct presentations, handle client objections, and negotiate effectively.
- Build and maintain strong relationships with existing and prospective clients.
- Address client concerns and provide timely solutions.
- Identify opportunities for upselling and cross-selling.
- Achieve monthly sales and revenue targets.
- Track individual performance and continuously improve sales strategies.

## Preferred Skills

- Excellent communication and interpersonal skills.
- Strong convincing and negotiation abilities.
- Customer-oriented approach with good relationship-management skills.
- Ability to understand customer requirements and recommend suitable solutions.
- Target-oriented and self-motivated.
- Quick learner with the ability to adapt to different sales strategies.
- Comfortable working in a dynamic startup environment.
- Strong presentation and problem-solving skills.

| **Eligibility** |
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| **MANAGEMENT/COMMERCE** |
| Specialization **MBA (MARKETING)/BTECH (CIVIL)** |
| Fresher |

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

**DATE:-26.05.2026**