

# Marketing Executive – Agriculture Dryer

## Job Description

### Required Skills and Abilities:

- Sales of Agriculture Dryer: Actively promote and sell our Agriculture Dryer products to potential customers in the target market.
- Lead Generation: Identify and generate leads through various channels, including online research, industry events, and networking.
- Market Analysis: Conduct market research and analysis to identify trends, competitors, and customer preferences to develop effective marketing strategies.
- Cold Calling: Initiate outbound calls to prospective customers to introduce our heat pump products and schedule appointments for further discussions.
- Site Visits: Visit customer sites to understand their specific requirements and provide appropriate product recommendations.
- MIS Reporting: Maintain accurate and up-to-date records of sales activities, customer interactions, and market intelligence. Prepare reports as required.
- Knowledge of Microsoft Office: Utilize Microsoft Office tools to create presentations, reports, and proposals to support sales and marketing efforts.
- Flexible to Travel: Willingness to travel locally and regionally to meet with clients and attend industry events as necessary.
- Good Communication Skills: Effectively communicate with clients in both Hindi and English languages to understand their needs and provide appropriate solutions.
- Pressure Handling and Target Management: Perform well under pressure and meet sales targets within the given timeframe.

### Job Responsibilities:



Graduation or Postgraduation in Rural management or Agriculture or a related field is preferred.

- An enthusiastic with a good academic record and good communication skills having a B.Sc. Agriculture Degree seeking to apply abilities for the job in the agriculture field
- Preferably experience of 2 to 3 years in sales of Agriculture products selling
- Excellent communication skills in Gujarati, Hindi, and English, both written and verbal.
- Proficient in Microsoft Office Suite (Word, Excel, PowerPoint).
- Ability to generate leads, build relationships, and close sales.
- Market analysis skills to identify opportunities and develop effective marketing strategies.

- Self-motivated, target-oriented, and able to work independently.
- Strong organizational and time management skills.
- Willingness to learn and adapt to new technologies and industry trends.
- **Role: Marketing Executive – Agriculture Dryers**
- **Industry Type: Heating and Thermal Equipment Manufacturer**
- **Department: Marketing**
- **Employment Type: Full-Time, Permanent**
- **Education**
- **UG: BSW, BRS, B.Sc in Agriculture or Horticulture**
- **PG: MSW, MRM, M.Sc in Agriculture or Horticulture.**

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