

Ref: 101  
Job Title:

## Sales Manager at Sastra Robotics

### About the Company:

M/s. Sastra Robotics is a 4-year old robotics company based in Cochin, India - a growing manufacturer of Robotic based '[Automated Test Systems & Solutions](#)' and an OEMs Representation in India for 'Robotic Parts & development tools'. Since 2013, our core team has been developing significant robotic products and solutions, consistently delivering excellence to an expanding clientele that includes the world's most reputed enterprises such as Robert BOSCH, Honeywell, HCL, etc. Our products are being used by such OEMs, ODMs, System Integrators & Service Providers to expedite test cycles and reduce the time-to-market for their products.

We are expanding to Bangalore and Chennai regions this year. The goal is to have a strong presence across India by the end of next year. Following which, we will be able to address the interested clients and prospects in the international market from our well-established home base in India.

### Job Description:

We are in need of a high-performing Sales Manager who will enable faster customer acquisition and achieve revenue growth targets by keeping our company competitive and innovative. Prior experience in B2B electronics product sales (or similar) will be appreciable. Major responsibilities would include maximising sales team potential, crafting sales plans and justifying those plans to the senior management.

### Reporting to:

The Sales Manager will report to the Senior Management of Sastra Robotics.

### Job Location:

It will be closer to our customers. Initially being Bangalore, India. Later it would expand to other parts of the country as you grow your team.

### Benefits:

- Learning & Development: You will directly get connected with the Sastra's advisory network which includes industry leaders and government officials. You can access them for personal coaching, if needed, for honing your skills.
- Dedicated training budgets to help that cover the costs of any external courses (with terms and conditions).
- Cumulatively increasing incentives for achieving results beyond expectations.
- ESOP benefits for brilliant candidates based on their performance.

### Key Responsibilities/Activities:

You will be taking over the existing opportunities, nurturing them and converting them to delighted customers without much delay. Alongside, you will be setting up the sales team and structuring the necessary processes for the effective management of the team, the customer relations and the business partners.

#### Market Positioning

- Monitoring & assigning tasks to the marketing department for achieving the expected inbound sales leads for the overall sales targets.
- Identify emerging markets and market shifts while being fully aware of new products and competition status.

#### Convert Leads

- Designing & Implementing strategic sales plan that ensures the maximum conversion rate - expands company's customer base and ensure it's strong presence.
- Implement system for executing and monitoring sales progress using CRM & other tools, adjust or adapt strategies as needed.

#### Close Deals

- Immediate attention to the execution plans for converting inbound sales leads to valuable customers with minimal lead time.
- Developing and maintaining the sales materials including presentation, case studies and success stories of existing customers.

#### Delight Customers

- Overseeing customer account management, including the negotiation of contracts and agreements to maximise profit.
- Build and promote strong, long-lasting customer relationships by partnering with them and understanding their needs.

#### Team KPIs and Management

- Recruiting, managing, objectives setting, coaching and performance monitoring of sales representatives
- Achieving growth and hitting sales targets by successfully managing the sales team.
- Present sales, revenue and expenses reports along with realistic forecasts to the Senior Management team.
- Build good sales partnership for the business scale up and identify emerging channel partners & trends in our domain.

### Requirements/Skills:

You will need the essential skills to carry out sales deals, on your own initially, with a delightful experience that the customers remember. Also, such skills will have to be imparted to the sales team you will be building and developing in our organisation. Being the leader of the sales team, you will be gathering and interpreting the customer data from the real-world market and also represent our organisation before the prospects.

### Prior Experience

- Bachelors/Masters degree in business administration or a related field.
- Successful 3-6 years experience in selling technology/digital solutions (hardware preferred) to B2B enterprises, consistently meeting or exceeding targets.
- Ability to map organisation's capabilities (value-proposition) against the addressable market.
- Proven ability to drive the sales process, from planning to closing deals and rejuvenate them for a long-time.
- Excellent mentoring, coaching and people management skills.

### Working Style

- Ability to maintain the work flow with Positive attitude even under pressure, all the while sharing the enthusiasm with colleagues.
- Strong business sense and industry network connections with familiarity of data analysis and reporting tools.
- Demonstration ability to communicate, present and influence credibly and effectively at all levels of the organisation.
- Jugaad / Frugal innovation, because it gives the optimal solution quickly in some situations
- The emotional intelligence required to see another person's viewpoints and bring people together.
- Intellectual curiosity and great tenacity - Takes initiative to innovate and improve the efficiency of the sales pipeline and its processes

### To Apply:

- Submit the following to [join@sastrarobotics.com](mailto:join@sastrarobotics.com)
  1. Resume detailing your experience
  2. Cover letter explaining why you would be a great fit for this job role