

JOB DESCRIPTION

Position Details:

Company: Sterling Generator Private Ltd

Position: Sales Engineer / Senior Sales Engineer - Retail

Locations: Bangalore, Hyderabad, Telangana, Chennai & Vijaywada

Prime Responsibility:

- To drive sales and business development activities of Diesel Generator Sets (with ratings below 750 KVA) along with electric vehicle charging infrastructure in the coming future.
- To create both direct sales and indirect sales channel.
- Identify and add new channel partners / dealers to cover the state for better reach.
- Drive revenue stream covering all customer segments to increase market share.
- Develop trust and build relationships with key/major clients and win repeat business.
- Expanding relationships with existing customers by continuously proposing solutions that meet their requirements.

Areas of Responsibility:

- To drive the overall sales and business development effort for Diesel Generator sets (below 750 KVA) in respective regions.
- To drive business development and sales of the electric vehicle charging infrastructure in the regions along with the DG Sets.
- To scout, identify, appoint, and manage Dealers in all the districts of the state for better reach.
- To train, monitor and regularly review the dealer's sales executive along with the dealer and ensure dealers achieve their pre-agreed target.
- To achieve revenue and sales targets as defined by the business leadership.
- To strategize, plan and implement activities for short-term and long-term growth.
- Analysis of the market and the competition mapping
- Develop new business opportunities with builders, industries, and potential customers.
- Liaise with electrical consultant to create brand awareness and approval.
- Liaise effectively with the in-house sales team, marketing, administration, and peers.
- To maintain the sales report proactively and advice on the forecast of sales
- To help optimize the sales process.
- Maintain and report the pipeline of projects in respective states.
- Bid & offer management - bid preparation and submission for Diesel Generator Set directly and in coordination with the dealers.

- Representing the company in trade associations, conferences, trade shows and industry networking events.

Education and Relevant Experience:

- B. Tech / B.E in Electrical engineering background with at least 3 - 5 years of experience in sales, business development and channel management in DG/electrical industry.
- Contract negotiation & strong legal understanding of contract process.
- Prior knowledge or experience in bid/proposal submission
- Direct sales and channel management experience is a must.
- Knowledge of the Diesel Generator Set product and market is an advantage.

Desired Skills & Competencies:

- Open to travel extensively within the state.
- Ability to work with cross functional teams within the region.
- Good Verbal & Written Communication skills
- Good Analytical skills & Business Acumen
- Confident and meticulous
- Pro-active and self-driven candidate preferred.
- Good Influencing & Networking Skills
- Ability to work independently.

About The Company:

Sterling and Wilson Private Ltd (SWPL)

The Shapoorji Pallonji Group (SPG) is a well-diversified business house, with clients in over 50 countries, delivering complex and challenging projects for over 150 years. SPG operates in 6 major business areas with 16 group companies and a strong employee base of over 60,000 people from across 40+ nationalities.

Sterling and Wilson Private Ltd is part of Shapoorji Pallonji group company which is one of India's leading engineering, procurement, and construction (EPC) companies present in India and across other 30 countries globally with focus on Mechanical and Electrical projects, Diesel Generator, Transmission & Distribution and Solar EPC.

Discover more on <https://sterlingandwilson.com/>

Sterling Generators Private Ltd (SGPL) Sterling Generators has one of Asia's largest diesel generator manufacturing plant at Silvassa. Spread over a vast 10.25 acres property, the plant is equipped with the most technically advanced infrastructure for fabrication. This includes a 14-tank pre- treatment plant for surface treatment, a powder coating plant and a state-of-the-art PLC based testing facility (upto 4000 kVA), which is the first of its kind in the country. Our successful partnering with the global leaders in diesel engine manufacturing, namely Baudouin-France, MTU-Germany, Volvo- Sweden has helped us set benchmarks in fuel efficiency, reliability, and adherence to global emission norms. Sterling & Wilson, the parent company, is a leading MEP engineering group with over 90+ years of experience in project engineering and execution.