

**CLASSIC STRIPES LIMITED**

**JOB DESCRIPTION SUMMARY**

<b>Position Title : Sr. Manager Business Development</b> <b>Grade : M3/M4</b> <b>Location : Mumbai</b>
<b>Reports to (Position) : Head – Business Development</b>
<b>I. PRINCIPAL ACCOUNTABILITIES</b>
<ol style="list-style-type: none"><li>1. Prospect customers in the target segment such as Oil, Street Furniture, Retail, Corporate, Airports, Metros, etc. and will be responsible for generating revenue and collection thereof for the signage space.</li><li>2. Work closely with customers in order to meet their requirements of various signages (internal &amp; External).</li><li>3. Filling up the Tenders in consultation with Techno-Commercial Team for Government projects.</li><li>4. Generate new leads with Corporates presenting Classic Stripes for Signage concepts.</li><li>5. Business Development activities.</li><li>6. Co-ordinate with In-house Design Studio and Customers' Designers to roll out such Signage campaign.</li><li>7. Ensuring the timely delivery of the services in co-ordination with the Production Team.</li><li>8. Follow-ups on collection and ensuring timely recovery of outstanding within the terms of contract.</li></ol>
<b>II. KNOWLEDGE &amp; SKILLS REQUIRED FOR THE POSITION</b>
Very seasoned and dynamic result driven professional with 10-12 years of experience in Business Development and Sales & Marketing in Porject as well as Corporate / Institutional Sales. A keen planner & implementer with demonstrated abilities in accelerating business growth. Posses the ease to build rapport with the Media as well as Corporates and develop new markets for launching products. Well versed with Institutional, Corporate Sales. Motivated by standards of excellence to overachieve expectations and sail through targeted goals. Excellent interpersonal, analytical and negotiation skills with proven track record of developing new markets and launching products.
<b>III. QUALIFICATIONS AND EXPERIENCE REQUIRED FOR THE POSITION</b>
<ul style="list-style-type: none"><li>➤ Science Graduate / BE (Mechanical) + MBA in Marketing</li><li>➤ 10-12 years of experience in above areas preferably in Signage / Media / Office Automation Industry.</li></ul>

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(Supervisor's Signature)

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(Head of the Department)

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(Human Resources)