

Female Field Associate

GormalOne LLP. Mumbai IN

GormalOne is a Agri tech enterprise with a vision to make farming highly profitable for the smallest farmer, thereby ensuring India's "Nutrition security". Our mission is driven by use of advanced technology. Nitara, our Flagship product is an Artificial intelligence-led Dairy focused technology platform focused on data-driven dairying and fostering collaboration among Dairy stakeholders for informed decision making and improved outcomes through Digitization.

We are looking for a Female Field Associate team who will work on field for our company `GormalOne`. If you are a tech-savvy and sales trendsetter who has innovative ideas to improve customer experience, we would like to meet you.

Responsibilities

1. Sales & Marketing of Nitara Tech Platform in your assigned area
2. Meetings & Field visits with Farmers, Service providers and various Dairy Stakeholders like Vet, Paravet, Artificial Inseminators etc
3. Develop New partnerships/ New channels/ Big Dairy farmers
4. Collect quantitative and qualitative data from marketing campaigns
5. Perform market analysis and research on competition
6. Support the marketing team in daily administrative tasks
7. Assist in marketing and advertising promotional activities (e.g. social media, direct mail and web)
8. Prepare promotional presentations
9. Help distribute marketing materials
10. Manage and update company database and customer relationship management systems (CRM)
11. Help organize marketing events.
12. Working closely with the Manager or assigned staff member, and completing all allocated tasks.
13. Attending and participating in meetings, workshops, events, and exhibitions.
14. Liaising with clients, vendors, and suppliers on behalf of the company's managers.
15. Updating documents and sales records.
16. Identifying potential weaknesses and offering improvement suggestions.
17. Assist and educate technology team with field updates and improvements.
18. Demonstrate product and services as deemed necessary by customers
19. Schedule appointments and meetings as necessary
20. Achieve sales targets as desired by the Organisation.
21. Makes product knowledge readily available to self and other sales people through various resources
22. Creates a plan for gaining customers and then retaining them.

Basic Requirements

- Looking for self-motivated professionals who get inspired by the idea of good communication, connect with people and passion for selling, the candidate should be comfortable speaking over the phone to the target audience, persistent & result oriented. Fast learner with time management skills.
- Knowledge of MS Office, Hands on experience with CRM Software is a plus, Analytical.
- To be able to Explain about product features under Dairy Technology and other important information pertaining to Dairy. Go the extra mile to drive sales. Willingness to travel
- Regional Language Proficiency (please specify which regional language you are well versed with

Kindly note: Salary shall be commensurate with Qualifications and experience

Interested candidates can send their profile at hr@gormalone.com