

Scorecard - Sales Deputy Manager

Role: Sales Deputy Manager

Mission/Purpose:

The purpose of this role is to drive revenue growth by converting warm leads into customers for Renevik.

This will be done by promptly responding to the leads generated by our digital marketing/ client references and understanding their solar requirements. You will be responsible for educating them about our product/ services. Most importantly, you need to establish a trusted and strategic advisor relationship to help clients drive continued value of our product and service.

Daily responsibilities:

1. Own overall relationship with assigned clients and ensuring high levels of customer satisfaction
2. Maintain and develop customer support content.
3. Serve as day-to-day contact for customers, building trust and rapport while identifying areas of opportunity
4. Review the customer journey, identifying how it's supported, taking a consultative approach in helping clients overcome issues and achieve goals
5. You need to communicate effectively with internal management to understand customer needs, maximise conversion and growth, and communicate learnings.
6. Keeping records of customer interactions, transactions, comments, and complaints on CRM platform.
7. Provide knowledgeable answers to questions about product, pricing and policy.
8. Develop broader pipeline conversion strategies in order to maximise results from leads generated by the marketing team.
9. Robust Feedback Collection from the market & communicate till the CEO level.

Role Competencies:

- 1) Proactive
- 2) Organising data and Prioritising
- 3) Systems oriented
- 4) Strategy building
- 5) Empathy towards client
- 6) Continuous competitive analysis
- 7) Consistent
- 8) Constantly Learning

- A. Sales Motor - By "motor" I mean with a sense of urgency - demonstrating consistency high activity levels day in, day out, whether ahead or behind target.
- B. Confidence - This is critical Through the peaks and the valleys, you must remain confident in yourself., in the product and in the company.



- C. Intellectually curiosity - To be a successful sales manager is to be a part detective. You need to constantly analyse your competition and build your strategy. You need to be a lifelong learner.
- D. Sales DNA - You love, eat, breath and sleep sales. The game is fun for you and you love helping your clients through solutions.
- E. Coachability - Coachable rents grow the quickest and maximise sales. The more coachable you are, the more your leaders and peers will readily invest in you, your personal growth and your growth in the company.

What technical skills you require to perform in this role:

1. Zoho Suite - specially CRM & Sales Analytics
2. Maintaining Calendar
3. Email étiquettes.

What soft skills you require to perform in this role:

1. Strong verbal and written communication - English, Gujarati & Hindi
2. Strong presentation skills
3. Strong negotiation skills
4. Strong strategy building

Cultural fit:

1. Don't deliver a product, deliver an experience.
2. Underpromise, overdeliver
3. If you are five minutes early, you are already 10 mins late.
4. Without passion you don't have energy, without energy you have nothing
5. Innovation distinguishes between a leader and a follower
6. Wisdom is in knowing what you don't know.
7. Great things in a business are never done by one person, they are done by a team of people.
8. Your will is the most accurate way to predict your future.
9. Our customers are our brand ambassadors
10. Integrity is doing right even when no one is watching.
11. Focus on your customer and lead your people as through their lives depend on your success.
12. It's very important to have a feedback loop, where you are constantly thinking about what you have done and how you could be doing it better.
13. Kaal kare so aaj kar, aaj kare so abh - Kabir.

Native genius: Sales and Persuasion

Outcomes / Responsibilities:

30 day targets:

1. Learn all tech systems and product/service offerings to be effective in the position
2. Complete competitive analysis
3. Complete Skill Training Programs shared in the email.





60 day targets:

1. Lead Conversion Ratio: 50% (Lead Received to Deal Created)
2. Deal Conversion Ratio: 60% (Deal Created to Deal Won)

90 day targets:

1. Lead Conversion Ratio: 50% (Lead Received to Deal Created)
2. Deal conversion: 75% (Deal Created to Deal Won)

KPI's:

1. Conversion ratio - 75% (Deal Created to Deal Won)
2. Customer satisfaction rating - 5/5 - Internal & Google Business Rating.
3. No. of Calls Received from leads post KYC.
4. Conversion velocity -
 - Residential - Within 7 days of estimate submission.
 - Residential (Common Meter) - Within 45 days of estimate submission.
 - Commercial & Industrial - Within 30 days of estimate submission.

Conclusion:

We are looking for dynamic millennial's & gen-z's with 5-8 years of rich experience. Start Up experience is a “++”.

Location - Goa & Gujarat

CTC - 10-12 Lakhs + PB + ESOP. (Flexible)

Please read the above scorecard carefully as every word has been thought through & is drafted to find us the most compatible match for our company.

If you feel you are the right fit for this role, please apply to the position on <https://www.renevik.com/career>.

