

JOB DESCRIPTION

Position: Sales Representatives – Pharma Software

No. of Positions: 4

Department: Marketing & Sales

Location: Nagpur / Field Sales

Employment Type: Full-Time

Experience: 1-3 years in B2B software/IT solution sales.

Industry: IT / Software / SaaS / Enterprise Applications

Reporting To: Head – Marketing & Sales Pharma Division

Compensation:

- For Experienced Candidate - Salary will be decided at the time of interview.
- For Fresher or 1year experience - minimum salary slab as per HR policy.

Key Responsibilities

Sales & Business Development

- Identify and develop new business opportunities for Pharma Software Solution.
- Generate leads through field visits, cold calling, references, digital campaigns, industry contacts, exhibitions, seminars, and other channels.
- Develop and maintain a healthy sales pipeline and regularly update CRM/sales tracking systems.
- Conduct meetings with prospective customers and understand their business/operational requirements.
- Present the company's software solutions and explain their business benefits and ROI.
- Coordinate and conduct product demonstrations along with the Pre-Sales/Technical team wherever required.
- Prepare and submit proposals, quotations, presentations, and other sales-related documents.
- Follow up with prospects from initial enquiry through demonstration, negotiation, purchase order, and closure.
- Achieve assigned monthly, quarterly, and annual sales targets.
- Develop long-term relationships with customers and identify opportunities for cross-selling and up-selling.

Pharma Software Sales

The candidate will be responsible for business development for software solutions targeted at:

- Pharmaceutical wholesalers
- Stockists and distributors
- Pharma retailers
- Medical distributors
- Super-stockists and other pharma trade businesses

Responsibilities will include understanding institutional requirements, coordinating software demonstrations, preparing proposals, participating in discussions with management/administration teams, and following up on institutional procurement processes.

Market Development

- Identify new geographical markets and potential customer segments.
- Conduct market research to identify competitors, pricing trends, customer requirements, and emerging opportunities.

- Develop customer databases for assigned territories/segments.
- Participate in exhibitions, conferences, seminars, institutional meetings, and other business development activities.
- Support the marketing team in campaigns, lead-generation activities, and promotional initiatives.
- Provide regular feedback on market trends, competitor activities, customer expectations, and product requirements.

Customer & Internal Coordination

- Coordinate with **Pre-Sales, Product, Technical, Implementation, Finance, and Management teams** during the sales cycle.
- Ensure proper communication of customer requirements to the concerned internal teams.
- Coordinate Proof of Concept (PoC), product demonstrations, pilot implementations, and commercial discussions.
- Maintain accurate records of customer interactions, opportunities, proposals, and follow-ups.
- Support the implementation team during customer handover after order closure.

Required Skills & Competencies

- Strong **B2B Sales and Business Development** skills.
- Excellent communication and presentation skills.
- Good negotiation and convincing abilities.
- Strong customer relationship management skills.
- Ability to independently manage the complete sales cycle.
- Good understanding of software/IT solutions and SaaS-based applications.
- Comfortable with **field sales and travelling**.
- Good follow-up and pipeline management skills.
- Ability to interact with senior management, business owners, administrators, and institutional decision-makers.
- Proficiency in MS Office, PowerPoint, Excel, email, and CRM tools.
- Ability to prepare professional proposals and sales presentations.
- Target-oriented and self-driven approach.

Desired Experience

Candidates with experience in any of the following areas will be preferred:

- ERP / Business software sales
- B2B IT solution sales
- Enterprise software sales
- Institutional software sales

Educational Qualification

Minimum: Graduate in any discipline.

Preferred:

- MBA – Marketing / Sales
- BBA / BBM
- Any equivalent qualification with relevant sales experience

Travel Requirement

Moderate to extensive, depending on assigned territory and business requirements.