



## Guidelines for Selection of Business Officers at Ananta Business Services

1. **Thorough Website Familiarity:** Candidates must study Ananta Business Services' website ([www.absite.in](http://www.absite.in)) in detail, particularly the Products and Services sections.
2. **Product Knowledge:** Candidates should be able to clearly and effectively explain Ananta's software products if questioned.
3. **Lead Generation Skills:** Candidates must independently identify potential marketing approaches such as cold calling, social media marketing, personal contacts, references, or any other relevant methods. The selection process will emphasize candidates' ability to propose effective lead generation strategies.
4. **Commitment Agreement:** Selected candidates are required to sign an agreement to commit to a minimum of 6 months with the company, with clear targets and responsibilities defined by the company.
5. **IT & Business Knowledge:** Candidates must have an in-depth understanding of IT, IT Business, and the IT market before applying, as this knowledge is crucial for the role.
6. **Sales Challenge Readiness:** Candidates should demonstrate a strong willingness to take on sales challenges and meet commercial targets on a monthly basis, as expected by the company.
7. **Opportunities for Advancement:** After six months of satisfactory performance, candidates may be promoted to higher roles within the company and receive an official experience and promotion letter.

### Responsibilities:

As a Sales Executive at Ananta Business Services, your primary role will be to identify potential clients, understand their software and IT needs, and present tailored solutions that align with their business goals. You will be responsible for:

1. Conducting market research to identify potential leads and prospects.

2. Generating new leads through various channels, including meeting with clients, collaborating, and networking.
3. Building and maintaining strong relationships with clients to understand their unique requirements.
4. Presenting our software and IT solutions persuasively, highlighting their value proposition.
5. Negotiating terms, prices, and contracts to close deals effectively.
6. Collaborating with the sales team to achieve and exceed sales targets.
7. Keeping abreast of industry trends and developments to provide informed insights to clients.

### **Qualifications:**

To excel in this role, you should possess the following qualifications:

1. MBA/BCA/BBA/PGDM/ Graduate with Diploma with a minimum of 1 year of proven sales experience in a relevant field.
2. Strong understanding of the software and IT industry.
3. Excellent communication and interpersonal skills.
4. Ability to build and maintain strong client relationships.
5. Proven track record of meeting and exceeding sales targets.
6. Self-motivated with a results-driven approach.

**Salary Range:** 3.25 to 7.0 LPA

### **How to Apply:**

To apply, please send your resume along with a cover letter highlighting your qualifications and why you would be a great fit for our team to [support@absite.in](mailto:support@absite.in). Be sure to include "Sales Executive Application" in the subject line. Or fill the form directly on [Apply Here](#)

### **Benefits:**

1. Competitive salary and performance-based incentives.
2. Opportunity to work with a talented and diverse team.

3. Room for growth and advancement within the company.
4. Flexible work hours and a supportive work environment.
5. At Ananta Business Services, we value diversity and are committed to creating an inclusive workplace where everyone feels welcome and respected. Join us and be part of our exciting journey!