

SALES EXECUTIVE

Job Description – Sales Executive (Scaffolding Industry)

Location: Noida, India

Industry: Scaffolding / Construction Materials

Department: Sales & Business Development

Reports to: Director

Role Overview

We are looking for a highly motivated and well-connected Sales Executive with proven experience in the scaffolding and construction industry. The ideal candidate should have an established network with contractors, builders, developers, and infrastructure companies, and be capable of leveraging these relationships to expand our market share. The role requires a balance of business development, relationship management, and technical sales.

Key Responsibilities

- Identify and acquire new clients in the construction and infrastructure sector through personal networks and industry contacts.
- Promote and sell scaffolding systems (Cuplock, props, couplers, and accessories) to contractors, EPC companies, and construction firms.
- Develop and implement sales strategies to meet and exceed revenue targets.
- Maintain strong relationships with key decision-makers (purchase heads, project managers, contractors, etc.).
- Generate leads, prepare proposals, negotiate contracts, and close deals.
- Keep track of competitor activities, pricing trends, and market dynamics.
- Provide feedback from the market to the production and management teams to align product offerings with client needs.
- Participate in trade shows, industry events, and networking activities to enhance brand visibility.
- Achieve assigned sales targets and submit regular MIS reports on performance.

- Coordinate with the logistics and production teams to ensure timely delivery and customer satisfaction.

Qualifications & Skills

- Education: Graduate / MBA in Sales & Marketing or related field.
- Experience: Minimum 6-8 years in scaffolding sales / construction material sales with a proven track record.
- Industry Network: Must have strong connections in the scaffolding industry, construction companies, and contractors.
- Good knowledge of scaffolding systems, project requirements, and construction workflows.
- Excellent communication, negotiation, and relationship management skills.
- Self-driven, target-oriented, and willing to travel extensively.
- Proficiency in MS Office and CRM tools.