



Job Description – Business Development Executive

Title: Business Development Executive

Department: Sales

Experience Level: Lateral

Reporting to: Head - Sales

Job type: Full Time

Location: Multiple

We are seeking a motivated and driven Sales Team member to join our Sales team. This role is ideal for someone with sales and business development experience. Those who are driven by targets and building relationships will do well.

What we expect

Research and planning

- Conducting market research to identify potential clients
- Understanding the competitive landscape by mapping and tracking competition
- Familiarizing self with current and new offerings in the market and sharing new product development ideas
- Identifying platforms in which Kelp can build networks and the brand for increased sales
- Keeping up to date on existing services and those under development
- Planning sales strategy and creating pitches for new clients

Business Development

- Building a client base through connecting with inbound leads, collecting client databases, conducting / attending networking events and cold calling
- Creating pitches and proposals for new clients that cater to their stated and latent needs
- Being a business partner to the client through understanding their industry, competitive climate and supporting them via Kelp service offerings
- Keeping the client informed about Kelp services and qualifications to build the organizations trust
- Identifying new opportunities to upsell and cross sell Kelp services
- Handling end to end of the sale cycle, eg. prospecting/ lead generation, qualifying the lead presenting solution, proposal creation & submission, deal and closure, payment collection
- Keeping the CRM and other trackers and tools updated in a timely and informative manner

Team Management

- Ensuring a smooth transition post sales closure to the delivery team for execution of services
- Sharing ideas and suggestions with the Products team for new service lines or extensions of existing ones
- Sharing feedback on services rendered with the Products team for refining services offered
- Collaborating with team members to ideate and share best practices for client engagement and business development



What will make you successful in this role

- Strong communication skills, written and verbal
- Prior experience in sales and business development
- Being self-driven and innovative in your approach to sales
- Having a strong affinity with numbers and driving closures
- Ability to network and connect with new people

Requirements

- A Bachelors or higher degree in Business, Business Administration or related field
- 3+ years in a client facing role that included business development
- Experience in MS Office

About Kelp

Established in 2013, Kelp is dedicated to creating safe, happy, and inclusive workplaces. With a track record of success, Kelp takes pride in serving over 800 satisfied clients across diverse industries throughout India over the past decade. Our commitment to excellence, coupled with our specialized focus on PoSH, EAP, and DEI, positions Kelp as a trusted partner in creating workplaces that prioritize employee well-being, compliance, and sustainable success. Our clients over the years include Pepsico, Canon, DDB Mudra, Oberoi Realty, Tata Consulting Engineers (TCE), Tata Medical and Diagnostics, Roche, Radio Mirchi, Ford, LEGO, DBS Bank, Indusind Bank, Volvo, Uber among others.