

Ref. No : **AF/BA/2024/JD/1**

Detailed Job Description

Job title: Business Associate

Reporting to: Manager

Experience: 1-4 Years

Salary: Industry par CTC with Attractive Incentives

Hours: Full time (Shift Timing-2:30PM to 12:00AM)

Location: Vidyananyapura, Bangalore.

About Acufore

Acufore is an Engineering Services organization, established by a set of professionals carrying over 20 years of experience in product engineering and digital validation. Operating from its development Centre at Bangalore, the Silicon Valley of India, Acufore provide, a win-win proposition of highest quality at a competitive cost, to their Global Customers.

At an increasingly competitive world of product development, a reduced engineering cycle time, and being at the top of the technology, are the only ways to success. Being focused only on Engineering, Acufore brings the technology at its best as an add-on, to always cement the customer's success.

Acufore, with its team of highly qualified and experienced Product development and CAE professionals, from various industry domains, positioned perfectly to support their clients, with quick and quality solutions for engineering challenges. We follow a system of flat hierarchy, placing the utmost importance on approachability, openness, inclusivity, and trust amongst the team. We believe in holistic growth and lifelong learning as a means of improving your abilities and moving across functions. All while encouraging collaborative leadership and ownership.

About the Job

The ideal candidate should be motivated, organized, and creative individual who welcomes the challenges of acquiring and developing new business through sales efforts. You will build key customer relationships, identify business opportunities, and fix appointments while maintaining an extensive knowledge of the current market conditions. The candidate will join and inspire a team of like-minded go-getters to achieve our company's vision. Apply if you are a natural communicator with passion to excel in people centric businesses. This role will challenge you and make you push boundaries every day. Please refer the following pointers for the role and apply if these excite you.

Job Responsibilities

- Responsible for all forms of demand generation activity- Cold calling, LinkedIn social media, events, referrals, web leads and other forms of Lead Generation.
- Build and Maintain CRM Database.
- Prominent level of attention to details, including data accuracy and documentation /presentation preparation with high quality

- Cold Calling (to North America and Europe market) in a persuasive sales mode to fix up an appointment with senior (CXO/Director/VP) level prospects for company introduction and Willingness to do cold call relentlessly to ensure monthly call schedule targets are met
- Responsible to connect target companies' decision makers to influence them to work with Acufore, work with potential targets to match the requirement / capability and set up qualified meetings.
- Responsible for coordinating activities with those of other teams in Sales to effectively reach out to decision makers.
- The role demands basic understanding/Keen Interest to learn Mechanical/Electronics/Plant Engineering/Software Development and the ability to translate this knowledge into setting up meetings with Acufore prospects or prospective clients.
- Effectively articulate and map our value proposition to the prospect's pain points.

What are we looking for:

- Exceptional communication skills, both oral and written, coupled with excellent listening skills and a positive presence.
- Energetic, self-driven, proactive, quick learner and a team player.
- Good/Excellent interpersonal and customer relationship building skills.
- Candidates should be confident in opening discussion with senior (CXO/Director/VP) level.

Value addition

- Will Learn solution selling
- Will work with innovative technologies in the domain of Engineering.
- Can build a career in Engineering Services
- Will be mentored by Seniors in the industry and organization

Academic & Trades Qualifications

Any Graduate - Any Specialization/B.E. (Electronics/Mechanical/Computer Science preferred)