

COMPETENCY-BASED JOB DESCRIPTION			
Position Title	Executive CRM	Employee Name	
Reports to	Head CRM		
Created on		Current Designation	
Department	Channel Sales		
Minimum Qualification	Diploma/ITI/Degree	Revised on	
Minimun Work Experience	1 - 2 Years		
Functions/ Tasks:	Developing and managing relationships with channel partners, leveraging our Customer Relationship Management (CRM) system to drive sales growth, and enhance customer satisfaction. This role requires strong communication skills, a thorough understanding of sales processes, and the ability to work collaboratively with internal teams and external partners.		
Primary			
Professionally answer incoming calls from potential and existing customers regarding channel sales, product information, pricing, and promotions.			
Make outbound calls to follow up on inquiries, provide updates, and nurture leads generated through channel partners.			
Actively listen to customer needs and provide accurate and relevant information.			
Respond promptly and efficiently to customer inquiries received via phone, email, or other channels.			
Accurately document all customer interactions, inquiries, and resolutions in the CRM system.			
Escalate complex issues or inquiries to the appropriate team members or departments.			
Clearly and concisely explain product features, benefits, and pricing to customers.			
Provide information about our channel partners, their locations, and how customers can connect with them.			
Develop a strong understanding of our products, services, and channel partner program.			
Identify potential leads and opportunities during customer interactions and forward them to the relevant Channel Sales team members.			
Provide basic support to channel partners by answering their queries and directing them to appropriate resources.			
Follow-up delivery, payment, installation, and site visit of the engineers or technicians			
Identify and report on customer feedback and trends to help improve processes and services.			
Prepare quotation			
Attend the enquireis of walkin customers			
Maintain accurate and up-to-date customer records and interaction logs in the CRM system.			
Prepare monthly report			
Ensure a high level of customer satisfaction through professional communication, problem-solving, and follow-up.			
Secondary			
Assist with outbound calling campaigns related to marketing promotions or channel partner events.			
Gather customer feedback on marketing materials and campaigns.			
Work closely with the Channel Sales team to ensure smooth communication and information flow.			
Provide administrative support to the sales team as needed.			

Hykon India Limited

Hykon House, Ikkandawarrier Road, Thrissur-680001, Kerala, India. ☎ 0487-2444163/183 🌐 ho@hykonindia.com



9020121121

www.hykonindia.com

CIN : U52599KL1998PLC012330

UPS | Servo Stabilizer | Solar Inverter | Solar Water Heater | Solar Street Light | Tubular Battery | Lithium Ion Battery | Stainless Steel Water Tank | E-Auto
Br-Trivandrum | Kottayam | Ernakulam | Thrissur | Calicut | Kannur | Coimbatore | Chennai | Mysore | Mangalore | Bangalore | Hyderabad | Pune | Mumbai

Skills Required	Proficiency Level Required	Evaluation Method		
Communication	Advanced	Observation&feedback		
Organisational	Advanced	Observation&feedback		
Problem-solving	Advanced	Observation&feedback		
Interpersonal skills	Advanced	Observation&feedback		
Analytical Skills	Advanced	Observation&feedback		
Negotiation Skills	Advanced	Observation&feedback		
Organizational Skills	Intermediate	Observation&feedback		
Time management	Advanced	Observation&feedback		
Adaptability	Advanced	Observation&feedback		
Knowledge Required	Proficiency Level Required	Evaluation Method		
Product Knowledge	Expert	Observation&feedback		
Industry Knowledge	Expert	Observation&feedback		
Channel Sales	Expert	Observation&feedback		
Company Policies	Expert	Observation&feedback		
Technical Knowledge	Expert	Observation&feedback		
Personal Attributes Required	Definition			
Results-Oriented	Driven to achieve targets and exceed expectations			
Problem-Solving	Ability to identify and resolve sales-related issues			
Time Management	Effective organization and prioritization skills			
Strategic Thinking	Forward-thinking and proactive			
Adaptability	Flexibility to adjust to changing market conditions			
Accountability	Taking ownership of results and holding oneself and others accountable.			
Resilience	Ability to handle pressure and setbacks			
Continuous Learning	Staying updated on industry trends, sales techniques, and leadership skills			
Description of Proficiencies				
Proficiency Scale: 1 to 8				
Proficiency	Level	Description		
1	Very Limited	Has only theoretical understanding		
2	Limited	Can perform under full guidance		
3	Elementary	Can perform under some guidance		
4	Average	Can perform independently		
5	Intermediate	Can perform independently & Troubleshoot		
6	Advanced	Can perform independently, trouble shoot & train		
7	Expert	Can perform independently, trouble shoot, train and lead		
8	Legend	Can be an subject level expert, and influence procedures/norms		
Additional Skills/Talent:				
Signature of the Employee:		Signature of HOD:		

Hykon India Limited

Hykon House, Ikkandawarrier Road, Thrissur-680001, Kerala, India. ☎ 0487-2444163/183 🌐 ho@hykonindia.com



9020121121

www.hykonindia.com

CIN : U52599KL1998PLC012330

UPS | Servo Stabilizer | Solar Inverter | Solar Water Heater | Solar Street Light | Tubular Battery | Lithium Ion Battery | Stainless Steel Water Tank | E-Auto
Br-Trivandrum | Kottayam | Ernakulam | Thrissur | Calicut | Kannur | Coimbatore | Chennai | Mysore | Mangalore | Bangalore | Hyderabad | Pune | Mumbai