

Job Title: Business Development Executive (BDE)**Location:** Noida**Industry:** Corporate Gifting / Promotional Merchandise / B2B Sales**Reporting To:** National Sales Head

About Consortium Gifts

Consortium Gifts Pvt. Ltd. is a leading corporate gifting and promotional solutions company, delivering innovative, customized, and premium gifting solutions to top brands across India. We specialize in curated merchandise, brand activation kits, employee engagement gifts, festive hampers, and large-scale corporate orders.

We are looking for an energetic and result-driven Business Development Executive to support business expansion and generate new opportunities.

Role Overview

The Business Development Executive will focus on lead generation, initial client conversations, opportunity qualification, and supporting the senior sales team in client acquisition and deal closures.

This is a growth-oriented role where the executive will learn consultative selling under leadership guidance.

Key Responsibilities**1. Lead Handling & Initial Client Conversations**

- Handle incoming leads from website, references, LinkedIn, exhibitions, and marketing campaigns.
- Initiate first-level discussions to understand client requirements, budget, and timelines.
- Qualify leads and convert them into active opportunities.
- Schedule detailed meetings for senior sales team where required.

2. Business Development & Prospecting

- Generate new B2B leads through cold calling, LinkedIn outreach, referrals, and networking.
- Research target companies and identify decision-makers (HR, Admin, Marketing, Procurement heads).
- Maintain regular follow-ups and update lead status in CRM.
- Build and manage a structured sales pipeline.

3. Client Acquisition & Relationship Management (Under Guidance)

- Assist senior sales team in client meetings and presentations.

- Support in preparing proposals, quotations, and presentations.
- Participate in negotiations under supervision.
- Maintain relationship with assigned accounts as guided by reporting manager.
- Learn and gradually handle smaller accounts independently over time.

4. Sales Target Support

- Contribute to achieving monthly and quarterly team sales targets.
- Track opportunity movement and update reports regularly.
- Ensure proper coordination for smooth deal progression.

5. Internal Coordination

- Coordinate with design, sourcing, and logistics teams for sample development and order execution.
- Follow up internally to ensure timelines are met.
- Communicate client updates to reporting manager.

6. Market Research

- Track industry trends, seasonal demand, and competitor activity.
- Suggest new product opportunities based on client interactions.
- Share market insights with the sales team.

Required Skills & Competencies

- Strong verbal and written communication skills.
- Confidence in handling first-level client conversations.
- Willingness to learn consultative B2B sales.
- Target-oriented and proactive mindset.
- Good follow-up and coordination ability.
- Basic knowledge of MS Excel and PowerPoint.

Eligibility Criteria

- Graduate in any discipline (MBA preferred but not mandatory).
- 0–2 years of experience in B2B sales / corporate sales / promotional industry.
- Freshers with strong communication and sales aptitude are encouraged to apply.
- Comfortable with field visits and client meetings.