

## Sales Executive: Rooftop Solar

Full-time | Field Team

Base Location: Eastern UP

Travel: Significant

Min. 1 year of work experience

Reporting Line: Sales Associate – EPC, FMI and Rooftop Solar

Start Date: ASAP



### About Oorja

Oorja ([www.oorjasolutions.org](http://www.oorjasolutions.org)) is an award-winning social enterprise based in New Delhi. We are on a mission to empower 1 million farmers globally by 2030 with the agricultural solutions they need to sustainably increase their income and quality of life.

Oorja is a young and growing enterprise tackling some of the most pressing challenges in the renewable energy access space. We are entering a new business segment to execute rooftop solar projects and solar irrigation projects for commercial, industrial, residential and agricultural clients in rural areas, Tier 2 and Tier 3 cities. The initial focus will be on Uttar Pradesh and Bihar. We are a dynamic, driven and international team and are motivated by a desire to democratise clean energy access, increase the share of renewables in India's energy mix and mitigate climate change.

Our core strengths are our inclusive, customer-centric business model and a diverse and driven team with shared passion for sustainable development. Some of our investors and partners in this mission are:



## Role Background

Oorja is seeking a motivated Sales Executive to join our dynamic sales team in our new Rooftop Solar business. You will work on generating leads, preparing proposals, providing customer service, and promoting residential rooftop solar projects under PM-Surya Ghar Muft Bijli Yojana. You must have at least 1 year of work experience in a sales role and a passion for the solar industry. This role is ideal for individuals looking to start their careers in sales and make a positive impact in the renewable energy sector.

## Roles and Responsibilities

The key responsibilities of the Sales Executive – Rooftop Solar will include, but are not limited to:

- **Lead generation:** Identify and qualify potential clients through various channels, including door to door campaigns, social media, networking events, and referrals
- **Sales outreach:** Comb the target geographies extensively and enter into dialogue with prospective clients; distribute marketing materials, where required
- **Sales meetings:** Conduct cold calls and walk-ins and follow up with leads; conduct in-person sales calls and visits to prospective clients; build enduring relationships with existing and new clients
- **Represent the company at events:** Represent Oorja at relevant trade shows, conventions and events
- **Pipeline building:** Build a pipeline of clients for PM-Surya Ghar Muft Bijli Yojana
- **Proposal preparation and negotiation:** Organise and attend client meetings, pitch proposals, negotiate pricing, and answer questions
- **Product knowledge:** Develop a deep understanding of the Surya Ghar scheme and Oorja's product and service offering to effectively communicate their benefits to prospective clients
- **Site audit:** Study clients' energy bill and propose to clients the solution most suited for their needs; conduct technical site survey, estimate the kW potential of site for proposal
- **Client registration:** Assist clients with registration on government portal; follow up with them for payments, approvals, problem resolution, etc.
- **Collaboration:** Work with engineering team to complete cost estimation, pricing proposal
- **Sales reporting:** Maintain accurate records of leads, sales activities and client interactions in company CRM system
- **Marketing:** Work closely with the communications team to contribute to sales efforts with promotional campaigns and lead generation activities
- **Market landscape:** Stay informed of and analyse competitor activities and government policy changes to identify opportunities for growth
- **Follow-up:** Coordinate with clients, engineering team, vendors and sub-contractors to ensure on-time delivery and that client's needs are met; assist clients with obtaining subsidy for solar projects
- **Client support:** Provide excellent customer service by following up with clients post-sale and addressing any inquiries or concerns.

## Qualifications & Skills

- Bachelor's degree or Diploma in business, marketing, electrical engineering or related field
- Min. 1 year of professional experience
- Strong interest in renewable energy sales of solar PV products or projects
- Previous sales or customer service experience is a plus, but not mandatory
- Excellent communication and interpersonal skills
- Ability to develop and maintain relationships with clients
- Fluency in Hindi

- Proficiency in using MS-Office and CRM software
- Well-organised with good documentation and reporting skills
- Go-getter who can take initiative and work independently; energetic and enthusiastic
- Willingness to learn and adapt in a fast-paced environment
- Integrity and honesty.

### Other Requirements:

- You must have a working motorbike to travel locally
- You should be open to country-wide travel on a regular basis
- You should be willing to do door-to-door sales campaign
- Valid driver's license and willingness to travel 100% of the time and/or to relocate

### What We Offer

- A highly enthusiastic, driven and ambitious team
- A melting pot of diverse talents – development professionals, researchers, engineers, farmers, scientists and community mobilisers
- Competitive remuneration package
- Interesting field of work where you will build your understanding of solar technology
- Close mentorship for career development
- A flat and open work culture and friendly work environment
- Experience and responsibility at an award-winning company in the renewable energy and agri- tech industries, among the fastest-growing segments of the global economy
- The opportunity to make a difference and to help improve people's lives.

### How to Apply

If this opportunity appeals to you, please send your application by filling the brief online application form before **7<sup>th</sup> February 2025** here – [www.oorjasolutions.org/apply-now](http://www.oorjasolutions.org/apply-now)

### Equal Opportunities and Non-Discrimination Statement

Oorja Development Solutions India Private Limited is an equal opportunity employer that values and respects the importance of a diverse and inclusive workforce. It is the policy of the company to recruit, hire, train and promote persons in all job titles without regard to religion, race, caste, gender, place of birth, sexual orientation, marital status or disability status. Oorja endeavors to provide a safe, diverse and comfortable workplace. Oorja will not adversely discriminate, and prohibits other adverse discrimination at the workplace, against any person on its premises, whether that person is in its employment or otherwise. If you can contribute to our organisation, you are welcome, regardless of your roots, religion, age or gender.