

Business Development and Sales Executive (non PPU)

Full-time | Sales Team
Region Covered: Eastern Uttar Pradesh
Travel: Significant (100%)
Min. 3-4 years' experience
Reporting Line: CEO
Desired Start Date: 6th January 2025



About Oorja

Oorja (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/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 self-directed Business Development and Sales Executive for its new business lines. You will initially work on two product segments: solar irrigation pumps, and residential rooftop solar projects. You must have at least 3-4 years' experience in a sales role in the solar PV sector and passion for the solar industry. You will work on strategy development, business planning, identifying and qualifying customers, sales and marketing, developing and pitching techno-commercial proposals, obtaining regulatory approvals, government liaison for subsidy disbursements, financier liaison for funding arrangements, and overseeing successful execution and revenue realisation for on/off-grid solar projects. Candidates are expected to generate leads themselves and convert them to orders. In addition, you will need to make sure that all marketing leads are followed up on. The focus will initially be on EPC contracts and EMI sales of solar pumps to foundations, institutions and SMEs and residential rooftop solar projects under PM-Surya Ghar Muft Bijli Yojana. The BD & Sales Executive must have a high degree of entrepreneurial acumen and complete functional knowledge of the rooftop solar and solar pump regulatory and financing environments. The ideal candidate has a good network among foundations, NGOs and institutional clients in Uttar Pradesh and nearby states. You should have a proven track record of driving sales growth and a good grasp of CRM, MIS and project management tools.

Roles and Responsibilities

The key responsibilities of the Business Development and Sales Executive will include, but are not limited to:

Business Planning

- Analyse sales and industry data, market trends, policies and regulations; conduct market mapping and sales planning for solar pump and rooftop/captive solar projects in regional market
- Prepare business plan and roadmap for targeted customer segments including selection of revenue model, financial modelling, resource planning, etc.
- Obtain any necessary registrations, clearances, permissions, etc. for becoming a rooftop solar project developer/installer/operator.

Business Development

- Independently identify and develop solar pumping customer segments and rooftop solar opportunities in commercial, industrial and residential segments through market research and networking
- Generate customer leads; comb the target geographies extensively and reach out to prospective clients in foundations, educational institutions, hospitals, shops and establishments, residential colonies, etc.
- Generate and qualify customer database: cold calling and walk-ins to identified prospective customers; schedule sales visit calls; build enduring relationships with existing and new clients
- Represent Oorja at relevant trade shows, conventions and events.

Sales & Contract Management

- Oversee the building of a client pipeline for PM-Surya Ghar Muft Bijli Yojana; create marketing materials for promotion of Oorja as vendor, distribute marketing materials to acquire clients
- Oversee outreach to homeowners to generate leads of active interested prospects for PM-Surya Ghar Muft Bijli Yojana residential rooftop projects

- Conduct first level meetings to explain about solar, the company, pricing, T&Cs, etc.
- Study clients' energy consumption patterns; propose solution most suited for client's needs
- Build a client pipeline for commercial, industrial and institutional rooftop solar
- Visit client sites to determine solar system needs, requirements and specifications
- Conduct technical site surveys, estimate kWp potential, capital costs and solar energy generation; liaise with vendors for quotations; generate techno-commercial proposals with help from the engineering team
- Assess clients' financial credit-worthiness based on a set of pre-determined criteria
- Pitch to customers and close orders independently: manage direct sales and tenders, regular client meetings to convert leads into orders, contract/PPA negotiation, finalisation of commercial terms
- Achieve monthly, quarterly and yearly sales targets
- Contract management for on/off-grid solar PV systems for commercial, industrial, institutional and residential consumers
- Ensure prompt follow-up with customers for orders, payments, approvals, problem resolution, etc.

Regulatory

- Liaise with state nodal agencies, DISCOM authorities, Solar Energy Corporation of India etc. for approvals, sanctions and subsidy disbursement
- Coordinate with relevant authorities for permits, compliance and regulatory approvals (CEIG, NOCs and net metering)
- Stay up to date with solar policies and regulations within Oorja's geography of operations, including open access policies, net metering policies and state nodal agency initiatives.

Relationship Management

- Identify and establish strategic tie-ups and create channel sales/marketing partners within regional markets
- Develop a network of quality vendors, suppliers and sub-contractors for effective delivery and timely procurement and subsequent execution by sub-contractors on sites
- Liaise with banks, NBFCs and relevant financial institutions to facilitate financing for customers, where required
- Assist clients with obtaining bank loans or other financing for execution of solar projects
- Address potential and existing customers' queries/complaints and ensure quick resolution.

Other

- Recruit, line manage and motivate junior team members
- Coordinate with customers, Oorja's engineering team, vendors and sub-contractors to ensure on-time delivery and that customer's needs are met
- Ensure roadblocks are removed from the project; continuously interact with and report to the client and the local authorities to ensure delivery on time and within budget

- Coordinate with the communications team to develop and implement marketing materials and strategies
- Set up and manage company CRM for B2B solar pump and B2C rooftop opportunities
- Develop SOPs, processes and tools used internally for solar EPC, EMI and rooftop business.

Qualifications & Skills

- University degree in Business Administration, Sales & Marketing or related field; diploma in electrical engineering is a plus
- Min. 3-4 years' experience in sales of solar PV products or projects (required)
- Demonstrated ability to meet monthly and annual targets
- Excellent communication and interpersonal skills, both verbal and written
- Networking and relationship management with clients and stakeholders at all levels
- Good understanding of contracts and standard agreements used in the solar industry
- Working knowledge of the PM-Surya Ghar Muft Bijli Yojana scheme
- Good negotiation skills; confident communicator with good persuasion abilities
- Fluency in Hindi; working knowledge of English (desirable)
- Proficiency in using MS Office and CRM software
- Well-organised with good documentation and reporting skills
- Self-motivated go-getter who can take initiative and work independently; energetic and enthusiastic
- Willingness to travel frequently to meet with clients and attend industry events
- 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.

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, sustainable agri-food systems and the development sector
- 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 out the brief online application form before **20th December 2024** here – 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.