

Sales Associate

Full-time

Base Location: Bahraich, Uttar Pradesh

Reporting Line: CEO

Start date: 1 March 2021



About Oorja

[Oorja](#) is an award-winning social enterprise based in New Delhi, tackling some of the most pressing challenges in the off-grid energy sector today: renewable energy expansion and energy poverty.

Oorja's focus is on powering beneficial appliances that help users to generate stable incomes, create jobs, and mitigate carbon emissions. Despite urgent need, around 90% of marginal farmers cannot afford to invest in solar technology for their farms. Oorja wants to close this gap. We install, operate and maintain decentralised solar energy systems for community use and sell irrigation, milling and refrigeration as affordable *services* on a pay-per-use basis to marginal farmers, without any upfront cost to them. We operate in rural areas of northern India where farmers are currently reliant on polluting and expensive diesel motors for their energy needs.

Our core strengths are our inclusive, customer-centred business model and a diverse and driven team with shared passion in sustainable development. We are determined to scale up access to solar power among the most marginalised communities. Some of our supporters and partners in this mission are:



Role Background

Oorja is seeking a Sales Associate for its operations in Uttar Pradesh having a minimum of 2 years of sales experience in rural India. The focus will be on executing customer buy-in and acquisition for new projects and boosting sales and revenues for existing solar projects in rural areas. The candidate should have field experience in a similar role, preferably in the agricultural sector. Candidates bringing knowledge of CRM, MIS and project management tools for reporting to management will have an advantage. The Sales Associate must bring knowledge of agricultural patterns relevant to the Uttar Pradesh region to support with farmer training activities. You should have strong persuasive and capacity building skills and be highly motivated by customer satisfaction.

Roles and Responsibilities

The Sales Associate will be the first employee dedicated to Sales and Marketing within the organisation and will join a larger team engaged in field operations and implementation. Your responsibilities include, but are not limited to:

Sales and Marketing

- Generate leads for new solar projects: originate potential sites and customers; canvass among farmers to assess interest for Oonnati irrigation, Oojjwal milling and Oonnayan cold storage services; recommend most promising sites for site surveying

- Handle incoming farmer calls and queries via phone; keep digital records of inbound requests to generate leads for new project sites
- Represent the company at current and future project sites; actively mobilise new customers to sign up for Oorja services; distribute or display promotional and marketing materials; form groups of interested farmers
- Site selection surveys: conduct focus group and individual demand assessment surveys with farmers using standardised surveys; data entry on a digital platform (KoboToolbox)
- Lead marketing efforts to promote Oorja's sub-brands and services: organise, coordinate and conduct door-to-door campaigns, focus group discussions, showcases at mobile kiosk at villages or marketplaces; execute local marketing and advertising efforts (distribution of printed leaflets, banners, posters, explainer videos); execute various promotional activities for brand building and relationship building with customers
- Execute a monthly sales plan and targets assigned by Management in order to increase customer base and drive up sales volumes; canvas actively for new customers and members at existing sites; schedule use of services to increase asset utilisation; diagnose less performing assets and propose ways to increase sales and utilisation; communicate prices and promotions to customers and Pump Operators

Farmer Services

- Observe and assess farmers' current agricultural practices / economics; conduct a capacity needs assessment for improving agricultural livelihoods; assist with designing scope of training needs
- Support with the development of training modules; assist with organisation and delivery of farmer trainings and participatory workshops to develop better farming practices
- Provide guidance and training to farmers on suitable post-harvest storage conditions of farmers' produce; mushroom cultivation, harvesting and storage; support with aggregation and marketing support for farmers' produce, where relevant
- Support with development of test plots to showcase best practices; organise immersion and exposure visits for demonstration to farmers
- Liaise with ground partners (NGOs, community organisations, farmer producer organisations, women's self-help groups, village panchayats, government departments, etc.) for design and delivery of training programs and community education and mobilisation campaigns
- Assist with preparation of short messages to communicate with customers via SMS using RoloCRM software to send information on crops, weather, irrigation, sowing and harvesting, inputs, market prices, and other useful agricultural and market information

Business Development

- Conduct market research and collect primary data from farmers and other potential customers for development of new service offerings, including advisory services (offline, SMS-based, hotline, live call, mobile apps, etc.), quality inputs (seeds, fertilisers, pesticides, herbicides, etc.), small farm equipment rental, etc.
- Conduct business development for productive uses of energy and advanced appliances such as mills, huskers, spice grinders, oil presses, refrigerators, freezers, computers, printers, fans, TVs, WiFi modules, household appliances, etc.
- Build meaningful relationships with customers to understand their needs, aspirations and challenges; record and communicate prospective and existing customer feedback back to Management for improvement of service offerings

Other

- Provide progress reports to Management including MIS reports on a weekly and monthly basis; participate actively in team calls; provide the Management with insights regarding customer behaviour, challenges faced during operations and opportunities to improve sales
- Support with any other operational tasks as required by supervisor(s) and Management

Qualifications & Competencies

- University degree in Agriculture, Agribusiness, Commerce or relevant discipline
- 2-5 years of relevant professional experience in business in rural India
- Good knowledge of field and horticultural crop cycles and agribusiness value chains
- Proficiency with computers, especially MS Office; experience working with mobile apps or online platforms for customer relationship management is an advantage
- Grasp of CRM, MIS and project management tools for reporting will be a plus
- Ability to work in an outdoor environment
- Excellent active listening and verbal and written communication skills
- Confident communicator with good persuasion and capacity building abilities and tact
- Entrepreneurial, motivated and self-starting candidate
- Native speaker of Hindi; knowledge of local dialects of eastern U.P. and Bihar is desirable
- Passion to make a change and willingness to deliver quality results to achieve company's ultimate aims
- Able to work within a multidisciplinary, international team in a start-up environment
- Should have own laptop and motorcycle, valid driver's license

Benefits

- Exciting high-impact assignments
- A collegial and creative work environment
- Attractive wages
- You will join a dynamic and passionate team of professionals
- Opportunity to thrive and grow within flat hierarchies in pursuit of an inspiring mission.

How to apply

If this exciting opportunity appeals to you, please send your application by filling the online application form by 15 February 2021 – 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 endeavours 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.