

Job Description for: Sales Associate

Based at: Purnaa Enterprises

Title: Sales Associate

Reports to: Director of Sales and Marketing

Company Overview: Purnaa is an ethical cut-and-sew manufacturer based in Kathmandu, Nepal. Our mission is to provide world-class, ethical manufacturing that empowers marginalized people and survivors of exploitation to fresh starts and fulfilled lives. We gauge our success by the lives we impact and we conduct our business according to Purnaa's 5 values: Love, Integrity, Justice, Excellence, and Beauty.

Job purpose: Increase Purnaa sales in Nepal by conducting sales activities focused in Nepal.

Key responsibilities and accountabilities:

- 1) Seek out, contact, follow up, and convert new leads for Purnaa custom caps, other Purnaa products, and custom manufacturing services.
 - a) Conduct sales of Purnaa products and custom manufacturing to Nepal-based businesses and NGOs.
 - i) Contact companies and organizations in Nepal that would be interested in Purnaa products.
 - ii) Work with the marketing associate to prepare appropriate sales collateral for marketing Purnaa products.
 - iii) Invoice and collect payment from customers as they order.
 - iv) Follow up with existing customers to increase reorders.
 - v) Meet with visiting local customers to show capabilities and discuss opportunities. Help customer make selections by building customer confidence; offering suggestions and opinions
 - vi) Work with Project Management Team leader to track inbound-leads and follow up with them to assist them in getting ready for handoff to project managers
 - vii) Update CRM with lead and customer status
 - viii) Maintain conversation with active leads to answer questions and get them ready for ordering
 - ix) Collect relevant details about customer order potential, likelihood of being good long-term customer, and order details and product details
 - x) Work with costing manager to provide estimates for customer orders
 - xi) Follow up with customers to keep them moving toward an order
 - xii) Direct customers toward orders that are within Purnaa's focus capabilities
 - xiii) Inform customers of Purnaa process and policies early to increase likelihood of ordering once entering the sampling process
 - xiv) Once custom projects are ready, hand-off the customer to Project Manager with relevant background information for Project Manager to help the lead through sampling
 - xv) Coordinate sales efforts with Project Management team to increase current customer sales and improve quality of leads handed off for sampling

- b) Serve as backup and overflow for sales inquiries through Purnaa's online advertising and marketing from Project Management Team leader
 - c) Participate in local sales events.
 - i) Research local sales events and suggest good opportunities for Purnaa participation.
 - ii) Work with the marketing associate to create display materials and plan for and staff tables at local sales events.
 - d) Research local retail sales opportunities, pursue new retailers to carry Purnaa products and QC seconds and manage product sales, inventory, and billing in those locations.
 - i) Negotiate sales agreement and pricing with retailers.
 - ii) Manage product selection, stock tracking, invoicing, and receipts from retailers that carry Purnaa products.
 - iii) Seek out and ways to increase sales through retailers that carry Purnaa products.
- 2) Manage Purnaa Product Stock, to include finished goods and resalable raw goods
- a) Manage direct sales to local customers
 - i) Ensure products are labeled properly with product info and price
 - ii) Ensure check-out devices are properly charged and maintained.
 - iii) Regularly reconcile invoices and cash with accountant.
 - iv) Immediately update inventory system with local outlet sales of exportable items
 - b) Keep inventory in system.
 - i) Daily update stock on any new sales or stock additions
 - ii) Every three months perform a stock check to ensure system accurate.
 - iii) Review sales patterns and suggest ways to improve sales and when to make additional stock
- 3) Conduct tours of the factory and then facilitate tour groups shopping of Purnaa stock products.
- 4) Special Project – assist in transition to long term local sales plan without outlet

Working Hrs: Full-time Monday – Friday, 8:30pm – 5:30pm. Hours can be flexible due to sales meetings and events. Compensation will include a basic salary plus a sales commission.

Key Characteristics: Resilient, Disciplined, Creative but Organized, Good with numbers and planning, Good connector, able to recognize opportunities, Target driven, Self-motivated

Requirements:

- Bachelor's degree completed or higher
- 3+ years of experience in a related field
- Proven track record of growing sales for another company
- Excellent written and spoken English and Nepali
- Scooter or motorcycle license and ability to travel around Kathmandu valley to visit customers
- Comfortable with computers. Demonstrated experience with office software including E-mail, Excel, and Word and able to learn Purnaa's accounting software and process for invoicing customers.

Salary: From Rs 35,000 and up. Negotiable based on experience.

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Team Goals

1. Total sales team generates 45 handoff days per month
2. Fiscal Year (July 2023-July 2024) total sewing sales of \$810,000
3. Fiscal Year (July 2023-July 2024) total cap sales of \$260,000

Work Rhythm Expectations

1. Office Hours 8:30am-5:30pm
2. flexibility need for calls with clients in other time zones
3. Staff meeting and Marketing and Sales Meeting on Tuesdays