JOB DESCRIPTION (JD)

Customer Relationship Executive (CRE)

Company Name: Jinkushal Industries Limited
Job Location: Head Office, Raipur, Chhattisgarh
Department: Customer Relationship Management / Purchase

1. Job Responsibilities

- Contact existing and potential customers through phone calls and emails to identify old/used construction machinery available for purchase.
- Collect machine details, including make, model, manufacturing year, condition, location, and expected selling price.
- Generate purchase leads for used excavators, backhoe loaders, dozers, wheel loaders, graders, and other construction equipment.
- Coordinate with the Purchase Team for machine evaluation, price discussion, inspection, and further procurement.
- Maintain regular follow-ups with potential sellers and update the status of each lead.
- Draft professional emails, customer inquiries, follow-up messages, and official correspondence in English.
- Maintain customer databases, machine details, call records, and daily lead-generation reports.
- Ensure professional communication and timely sharing of purchase leads with the Purchase Team.

2. Candidate Requirements

- **Marital Status:** Married candidates only.
- **English Proficiency:** Excellent spoken and written English is mandatory.
- **Email Drafting:** Strong knowledge of professional email drafting and official correspondence in English.
- **Computer Skills:** Good working knowledge of MS Word, Excel, and email applications.
- **Communication Skills:** Excellent telephone communication, interpersonal skills, and customer-handling abilities.
- **Qualification:** Graduate in any discipline.
- **Experience:** Experience in telecalling, customer relationship management, lead generation, or purchase coordination will be preferred. Freshers with excellent communication skills may also apply.

3. Key Performance Indicators (KPIs)

- Number of customer calls and qualified purchase leads generated.
- Regular customer follow-ups and successful coordination with the Purchase Team.
- Accuracy of machine information and customer records.
- Quality of English communication and email drafting.
- Contribution to successful used machinery purchases.

Reporting: The candidate will coordinate primarily with the Purchase Team and report to the designated reporting manager.

Note: The role focuses on identifying potential sellers of used construction machinery and facilitating the purchase process. Final purchase decisions will be made by the authorized personnel.