https://efficienza.in/job-opening/junior-sales-executive-0-1-yr/

Junior Sales Executive (0–1 Yr)

Hiring organization
Efficienza Business Solutions

Employment Type
Full-time

Job Location
Chennai

Experience
0 – 1 Year

Date posted
October 6, 2026

Description

Efficienza is looking for a Junior Sales Executive to join our growing team and drive early-stage sales activity for our enterprise technology solutions. This role is central to building our pipeline: identifying prospects, initiating outreach, qualifying leads, and supporting the sales cycle from first contact through to handover for closure.

You will work closely with senior sales, marketing, and leadership to understand our offerings, communicate value clearly to prospective clients, and build the habits and discipline that senior sales roles are built on. This role suits someone who is confident on calls, comfortable with rejection, and genuinely motivated by targets rather than intimidated by them.

You will excel if you:

- Communicate clearly and confidently, whether on a cold call, email, or client meeting
- Treat every rejection as information rather than a setback and move to the next conversation quickly
- Stay organised across a growing pipeline without leads slipping through the cracks
- Are curious about the product and business you are selling, not just the script you are given
- Take ownership of your targets and proactively look for ways to hit them, rather than waiting to be told what to do

Key Responsibilities

Lead Generation and Outreach

- Identify and research potential clients through market research, LinkedIn, and other prospecting channels
- Conduct outbound outreach via cold calls, emails, and LinkedIn messaging to generate qualified leads
- Build and maintain a healthy pipeline of prospects across assigned target segments
- Personalise outreach based on prospect context rather than relying solely on templated messaging
- Follow up consistently with leads at each stage without letting conversations go cold

Lead Qualification and Discovery

- Conduct initial discovery calls to understand prospect needs, budget, and decision-making process
- Qualify leads against defined criteria before passing them further into the sales pipeline
- Ask clear, structured questions that uncover genuine business need rather than surface-level interest

- Document discovery call notes accurately so senior sales can pick up conversations without repeating questions

Pipeline and CRM Management

- Maintain accurate and up-to-date records of all prospect interactions in the CRM
- Track pipeline stages, follow-up dates, and next actions for every active lead
- Report pipeline status, conversion rates, and activity metrics to the sales lead on a regular cadence
- Flag stalled or at-risk deals early so the team can intervene before opportunities are lost

Sales Support and Collaboration

- Support senior sales team members in preparing proposals, decks, and follow-up material for prospects
- Coordinate scheduling for product demos and client meetings across the sales cycle
- Work with marketing to align outreach messaging with active campaigns and product positioning
- Gather and relay client feedback to the product and marketing teams to inform future positioning

Product and Market Knowledge

- Develop a working understanding of Efficienza’s offerings, use cases, and competitive positioning
- Stay current on industry trends and client pain points relevant to assigned target segments
- Represent the product accurately and confidently in early-stage client conversations
- Continuously refine your pitch and outreach approach based on what resonates and what does not

Required Skills

Area	Proficiency	Details
Communication	Core Strength	Verbal and written clarity across calls, emails, and client meetings
CRM Tools	Working Knowledge	HubSpot, Salesforce, Zoho, or similar for pipeline and activity tracking
Lead Qualification	Developing	Structured discovery questions, needs assessment, criteria-based filtering
Organisation	Core Strength	Pipeline hygiene, follow-up discipline, accurate record keeping
MS Office / Sheets	Proficient	Proposal support, tracking sheets, basic reporting
Resilience	Core Strength	Consistent outreach volume despite rejection, target-driven mindset

Good to Have

- Prior internship or project experience in sales, business development, or client-facing roles
- Familiarity with B2B or enterprise technology sales cycles
- Exposure to CRM platforms through coursework, internships, or personal projects
- Basic understanding of SaaS or technology sales terminology and metrics
- A track record of participation in debate, public speaking, or similar communication-focused activities

Key Deliverables

- A consistently maintained pipeline of qualified leads at each defined stage
- Accurate, current CRM records reflecting every prospect interaction
- Scheduled product demos and client meetings for senior sales follow-through
- Weekly activity and pipeline reports shared with the sales lead
- Measurable progress against assigned outreach and qualification targets

What Success Looks Like

- By the end of the first month, you are work independently in handling the CRM application and the ICP we are reaching out to and holding structured discovery calls
- By the end of the third month, your pipeline is consistently active and your qualified lead volume is meeting target
- Senior sales can trust the leads you pass forward because your qualification process is thorough and consistent
- Your CRM hygiene means no lead is ever lost due to missing follow-up or

outdated records

- You are building toward independently running full sales conversations, not just the top of the funnel