

Job Description: Sales Incharge / Sales Executive – Bookbinding Machines & Adhesives

Position Overview

Bindwel is seeking energetic and customer-focused Sales Incharges / Sales Executives to manage high-potential micro territories within assigned regions.

The role is highly field-oriented and forms the frontline of Bindwel's customer engagement process.

The Sales Incharge will:

- identify prospects,
- build relationships,
- conduct initial need analysis,
- coordinate demonstrations and trials,
- and drive opportunities through the complete sales pipeline.

The role covers:

- machine sales,
- adhesives,
- and prospect development.

Key Responsibilities

1. Prospecting & Lead Generation

Identify and develop opportunities through:

- field visits,
- customer referrals,
- exhibitions,
- digital leads,
- reseller references,
- market intelligence.

Convert leads into:

- Accounts,
- Deals,
- and Prospects within CRM.

2. Customer Engagement & Need Analysis

Meet customers regularly to:

- understand current setup,
- identify pain points,
- understand production needs,
- and gather market intelligence.

Conduct structured need analysis covering:

- machine type,
- print segment,
- production volume,
- current workflow,
- future expansion plans.

3. Sales Pipeline Execution

Drive opportunities through all sales stages:

- Need Analysis
- Value Proposition
- Meetings
- Demo / Trial
- Quotation
- Negotiation
- Closure

Ensure every customer interaction creates measurable progress.

Maintain CRM updates and next-action plans.

4. Adhesive Sales & Application Support

Support adhesive business growth through:

- regular customer engagement,
- adhesive consumption tracking,
- coordinating trials,
- and identifying conversion opportunities.

Coordinate with:

- application specialists,
- service engineers,
- and reseller partners.

5. Demo & Trial Coordination

Coordinate:

- machine demos,
- adhesive trials,
- customer visits,
- factory visits.

Work closely with:

- ASM,
- service teams,
- BindRight/application specialists.

6. Market Intelligence & Reporting

Track:

- competitor activities,
- pricing trends,
- customer expansion plans,
- new project opportunities.

Provide regular market feedback to:

- ASM,
- RSM,
- and CRM teams.

Qualifications & Experience

Education

- Graduate / Diploma holder
- Technical or printing industry exposure preferred

Experience

- 2–4 years of field sales experience preferred
- Experience in:
 - printing,
 - packaging,
 - industrial products,
 - adhesives,
 - machinery,
 - or related industries preferred

Key Skills

- Field selling capability
- Customer relationship management
- Prospecting and follow-up discipline
- CRM usage
- Communication skills
- Technical curiosity and learning mindset
- Ability to work independently

Reporting Structure

- **Reports To:** Area Sales Manager / Regional Sales Manager
- **Works Closely With:**
 - Service Engineers
 - Application teams
 - CRM teams
 - Resellers

KRA / KPI

- Lead generation
- Prospect creation
- Sales pipeline movement
- Machine sales
- Adhesive sales
- Demo/trial completion
- Customer visits
- CRM compliance
- New account creation
- Conversion ratio
- Territory growth