



Company: SK Agri Solutions Pvt. Ltd.

Job Title: Sales Executive

Department: Marketing & Sales

Location: Ahmedabad, Gujarat

Reports To: Manager

Industry: Manufacturing

About SK Agri:

S K Agri Exports Pvt. Ltd. is a leading Indian exporter of **table and chips-grade potatoes**. Under SK Agri, **SKAE Wafers** is a growing wafer and snack manufacturing company focused on delivering quality products and expanding its presence across wholesale, retail, and distribution markets. The company is committed to building a strong market network through customer-focused sales strategies and product excellence.

Job Summary:

We are looking for an energetic and target-driven Sales Executive with experience in FMCG product sales, wafer/snack product marketing, wholesale market handling, B2B sales, and field sales operations. The candidate will be responsible for expanding market reach, developing distributor networks, increasing product visibility, and driving sales growth in assigned territories.

Key Responsibilities:

- Promote and expand sales of wafer and snack products in assigned markets
- Develop and maintain relationships with wholesalers, distributors, retailers, and B2B customers
- Identify new business opportunities and expand market coverage through field sales activities
- Handle distributor appointments, dealer coordination, and channel sales operations
- Conduct regular market visits to increase product visibility and strengthen customer engagement
- Achieve monthly sales targets and support business growth initiatives
- Monitor competitor activities, pricing trends, and customer requirements in the FMCG market
- Coordinate with internal teams for order processing, dispatch planning, and payment follow-ups
- Ensure proper stock movement and availability of products in the market
- Prepare daily sales reports, market feedback reports, and customer visit updates

Key Skills & Competencies:

- 2–5 years of experience in FMCG product sales and marketing
- Prior experience in wafer, chips, snack food, or related FMCG product sales preferred
- Strong experience in wholesale market sales and distributor handling
- Exposure to B2B sales and field sales operations is mandatory
- Good understanding of market expansion and sales development strategies
- Strong communication, negotiation, and relationship-building skills
- Ability to work independently and achieve sales targets efficiently
- Willingness to travel extensively for market and field activities

Key Skills:

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| • FMCG Sales & Marketing | • Distributor & Dealer Management |
| • Wafer / Snack Product Sales | • Market Expansion |
| • Wholesale Market Handling | • Customer Relationship Management |
| • B2B Sales | • Sales Target Achievement |
| • Field Sales Operations | • Negotiation & Communication Skills |