

**NOTICE**

**Internship / Placement – Aver Media**

**About Aver Media.**

A branding and a creative consultation agency to suit the modern branding and advertising needs. Our collective and collaborative experience that spans across the globe is a journey in itself.

Today Aver is a team of seasoned professionals from varied fields of marketing, advertising, media and events that is dedicated to deliver nothing but the best to the clients. We are proud to be the expert branding consultants of the brands.

They have been in this industry for the last 7 years and are providing 360-degree advertising solutions to their clients. Apart from that they have developed their own 2 IP's which are Auto De-luxe & Property De-luxe. Till now they have successfully done 11 seasons of Auto De-luxe in different cities.

**Company – Aver Media**

**Title** - Business Development Executive

**No of Position** - 10

**Salary** - 15k - 20k pm + incentives (based on target)

***\*\*This is the minimum package what we offer. For right candidate we can negotiate.***

**Location**

909, Pinnacle Business Park,  
Corporate Road, Prahladnagar

Ahmedabad

**Job Description**

**Position Overview:**

As a Business Development Executive (BDE) for Aver Media, you will be an integral part of the sales and business development team, responsible for driving revenue growth and expanding the client base. Your main objective will be to identify and acquire new clients by effectively promoting the company's event management services and building strong relationships with potential

customers. You will play a crucial role in meeting sales targets, contributing to the company's success, and enhancing its market presence.

## **Responsibilities:**

### **Client Prospecting and Lead Generation:**

- ⇒ Conduct market research to identify potential clients and industry trends.
- ⇒ Generate leads through various channels, including cold-calling, email campaigns, networking events, and social media outreach.
- ⇒ Qualify leads based on their needs, budget, and event requirements.

### **Sales Presentations and Proposals:**

- ⇒ Schedule and conduct meetings with potential clients to present the company's event management services.
- ⇒ Prepare and deliver compelling sales pitches and proposals tailored to meet clients' specific event needs.
- ⇒ Address client inquiries and concerns promptly to build confidence in the company's capabilities.

### **Relationship Building:**

- ⇒ Cultivate strong and lasting relationships with clients to ensure repeat business and customer loyalty.
- ⇒ Act as the main point of contact for clients during the pre-sales process, providing excellent customer service and timely follow-ups.

### **Contract Negotiation:**

- ⇒ Collaborate with the operations team to develop event proposals and pricing structures that align with the client's expectations and company's profitability goals.
- ⇒ Negotiate and close deals with clients, ensuring contractual terms are favorable for both parties.

### **Market Intelligence and Competitor Analysis:**

- ⇒ Stay updated on industry trends, new event management services, and emerging technologies.
- ⇒ Conduct competitor analysis to identify strengths and weaknesses, using the information to refine the company's sales strategy.

### **Achieving Sales Targets:**

- ⇒ Set and work towards achieving monthly, quarterly, and annual sales targets.
- ⇒ Regularly report on sales progress to the management team.

### **Collaboration with Cross-functional Teams:**

- ⇒ Collaborate with the event planning and execution teams to ensure seamless delivery of services and customer satisfaction.
- ⇒ Provide feedback and insights from clients to help improve service offerings.

### **Participation in Industry Events:**

- ⇒ Represent the company at industry conferences, trade shows, and networking events to expand the company's reach and build professional connections.

**Requirements:**

- Bachelor's degree in Business Administration, Marketing, or a related field.
- Proven experience in business development, sales, or client-facing roles, preferably in the event management industry.
- Strong communication and presentation skills.
- Excellent interpersonal skills and the ability to build and maintain strong client relationships.
- Target-driven and results-oriented mindset.
- Ability to work independently and as part of a team.
- Willingness to travel as required.

As a Business Development Executive for Aver Media, you will be at the forefront of driving growth and contributing to the success of the organization. Your efforts in acquiring new clients and building long-lasting relationships will play a significant role in establishing the company as a reputable player in the event management sector.

**Students interested may also revert to Dr. Maulik Rathod ([maulik.rathod@raiuniversity.edu](mailto:maulik.rathod@raiuniversity.edu)) Placement Coordinator, Rai School of Management Studies by September 11, 2023**

**Rajesh Nair  
Training & Placement  
Corporate Resource Cell**