



<https://www.araxxafoods.com/career/sales-executive/>

Sales Executive

Description

An FMCG sales executive/salesman in Gujarat is responsible for achieving sales targets by building relationships with retailers, promoting products, and managing sales within a specific territory. Key duties include executing sales strategies, ensuring product availability on shelves, conducting market analysis, and providing sales reports.

Responsibilities

- **Achieve sales targets:**
Meet or exceed monthly, quarterly, and yearly sales objectives for the assigned territory in Gujarat.
- **Client relationship management:**
Build and maintain strong relationships with retailers, distributors, and other key business partners.
- **Market development:**
Identify new business opportunities, conduct market research to understand trends, and monitor competitor activities.
- **Sales execution:**
Visit outlets to ensure product availability, good visibility, and proper merchandising.
- **Promotions and activities:**
Execute promotional activities, trade marketing strategies, and special deals to drive sales.
- **Reporting:**
Maintain accurate records of sales activities and provide regular reports and sales forecasts to management.
- **Product knowledge:**
Maintain a deep understanding of the company's products to effectively present them to clients.

Qualifications

- **Education:**
A bachelor's degree in business, marketing, or a related field is often preferred, but not always required for entry-level positions.
- **Experience:**
Previous experience in field sales, ideally in the FMCG sector in Gujarat, is highly beneficial.

Hiring organization

Araxxa Foods

Employment Type

Full-time

Beginning of employment

Immediate

Industry

FMCG

Job Location

Ahmedabad, Gujarat, India
Remote work from: Gujarat

Working Hours

08:00 AM to 06:00 PM

Date posted

October 14, 2025

- **Sales acumen:**
Strong understanding of sales principles, techniques, and how to negotiate effectively.
- **Communication:**
Excellent verbal and written communication skills are essential for client interactions and reporting.
- **Analytical skills:**
Ability to analyze sales data, identify market trends, and solve problems.
- **Technical skills:**
Proficiency in using a smartphone or tablet for sales reporting and basic proficiency in Microsoft Office Suite (especially Excel) is a plus.
- **Soft skills:**
Strong time management, self-motivation, and the ability to work both independently and as part of a team.
- **Territory knowledge:**
Familiarity with the local market and geography of Gujarat is a significant advantage.