

Sales Trainee Program	
Position:	Sales Trainee
Function :	Decorative Sales and Marketing
Qualification :	<ol style="list-style-type: none"> 1. Graduate Degree in any streams (BA/B.Sc/B.Com/BBA/BBM/BMS/BE, etc). (Full time, day course graduation only) 2. Computer literate and possess good numerical and communication skills. 3. Full time MBA with Major Specialization in Sales and Marketing. 4. Languages: Knowledge of English and Hindi. (Min 60% throughout Academics and No Backlogs)
Location :	PAN India
Roles and Responsibilities :	<p>Selected candidates will be put in Sales and Marketing function of Kansai Nerolac Paints Limited and would be assigned the responsibility of Demand generation with the help of influencers at competition counters to start or increase business with Nerolac. The job would require extensive travelling.</p> <ol style="list-style-type: none"> 1. Increase extraction at low counter share dealers with focused visits & demand generation activities. 2. Communicate various schemes to these low counter share dealers & enroll them in these offers for business increase, dealer accounting & timely scheme settlements. 3. Convert non dealers to dealers with the help of influencer contact. 4. Increase in shop visibility at identified competition counters. 5. Organize & Conduct Painter meets at pre-selected low counter share dealers. 6. Enroll painters in NPP (Nerolac Premium Painter) program, closely monitor their sale & ensure non user painters become users. 7. Provide market information support to ASM (Area Sales Manager) on select outlets. 8. Conduct product demos at dealer shops/painter meets. 9. Execute marketing offers/program at these selected outlets. 10. Visit painter sites for their support & conversion.
Selection Process :	<ol style="list-style-type: none"> 1. Screening (60% through the academics) 2. Aptitude test 3. Personal Interview <p>*Every round is subject to eliminations</p>
Compensation	<ol style="list-style-type: none"> 1. Shall be paid CTC of 4.25 LPA 2. Absorption can be any of the business segments, viz. (retail / projects / soldier / woods / construction chemicals / new business line) 3. Sales incentive schemes will be applicable only post absorption, There is no incentive for the period of traineeship. 4. Travel Allowances will be over and above the CTC and will be as per travel circular 5. Digital assets are applicable only post absorption 6. Sim card will be issued on joining

Values & Brand Highlights	Core Values (icare!)	Key Brand Highlights
	<p>We firmly believe that it is not only the vision of where we wish to go which will form a cornerstone of all our further growth, but also our conviction to the fact that the values based proposition has to be the ultimate foundation of our business. To this end we consciously have internalized and been practicing these values in all our business transactions:</p> <ol style="list-style-type: none"> 1. Integrity 2. Customer Focus 3. Accountability 4. Respect 5. Entrepreneurial Mindset 6. Innovation <p>Our core values represent an enthusiastic group of people working together around a single purpose, acknowledging and encouraging diversity as a group and showcasing irreverence in innovation.</p>	<ul style="list-style-type: none"> • Strategic investments for a deeper connect • Only company in the paint segment to have its own Brand Jingle • First company in the paint segment to have a brand ambassador for endorsement • Leader in Industrial Coatings (Automotive & Powder Coats) • First company in the paint segment to tie up with IPL thereby promoting fitness & sports • Pioneers in manufacturing lead free paint • Addressing fitness through healthy home paints • Launch of the coil coating range & construction chemicals division • Performance driven culture (Contest & Dashboards) • First company in the paint segment to migrate successfully to GST • Embracing mobility & cloud platform • First company in paint segment to give digital assets to the feet on street • Launched India's first paint advisory on phone • Knowledge management application for frontline sales personnel • Upcoming green & brown field projects in India as well as Srilanka