



M. B. Control & Systems Pvt. Ltd.

CIN : U67120WB1980PTC033012 | PAN : AABCM7980K | GST NO. : 19AABCM7980K1ZU

Registered & Corporate Office

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M.B. Control & Systems Pvt. Ltd. (MBCS), is an ISO-9001 company. Since our inception in 1983, we have been committed to provide innovative electronic systems and equipment for control and monitoring of industrial processes. Through the years, MBCS has become a Powerhouse and is synonymous with all Power and Renewable Energy Projects – both big and small.

Our system solutions are suitable for Energy management systems, Weather Monitoring Solutions, Telemetry Systems, Remote Data Collection System, Phasor Measurement Units, RTU Control Panels and Systems, SCADA systems and Sub-Station Automation Systems.

Our team of experts is available to dispense expert technical support, and provide technical solutions to questions ranging from generic to complex. We consider excellence of products and service as a key to gaining customer loyalty and satisfaction. We have pan India presence via dealer and distribution network.

All the products we offer can be viewed on our website www.mbcontrol.com. We have clients such as in power generation (wind, solar, hydro etc.), OEM, Transmission, IPP, CPP, Heavy Industries etc.

Achieve your potential - build an exciting career

Discover the opportunity to join a dynamic, and responsible company that fosters the development of all its people and communities around the world. Every day, we challenge employees to achieve more and experience exciting careers.

JOB PROFILE:

Sales Manager

The Sales Manager will be responsible for driving the company's sales growth by developing new business opportunities, managing key customer relationships, expanding the company's market presence, and achieving assigned sales targets.

The role requires a combination of **technical understanding, consultative selling, customer relationship management, tender/project sales, and business development**. The Sales Manager will work closely with Engineering, Proposal, Projects, Production, Procurement and Management teams to develop commercially viable solutions and successfully convert opportunities into orders.

The ideal candidate should be capable of selling technical products and solutions to industrial, infrastructure, utility, government, EPC and institutional customers.

Products and Solutions to be covered: Metering, Power Quality, Phasor Measurement Units, Weather Monitoring Stations, IoT Systems, Telemetry Systems, RTU / FRTU Systems, Energy Management Systems, Substation Automation Systems, SCADA Systems.

Location: Delhi NCR, Mumbai

Department: Sales

Reports To: Regional Manager, Company Director

Job Type: Full Time Remote

Key Responsibilities

A. Sales & Business Development:

- Develop and execute sales strategies to achieve assigned revenue and order-book targets.
- Identify and develop new customers, markets, applications and business opportunities.
- Generate leads through direct customer engagement, references, industry networks, exhibitions, conferences and other business-development channels.
- Develop relationships with consultants, EPC contractors, system integrators, utilities, government departments, OEMs and industrial customers.
- Understand customer requirements and identify appropriate products and solutions from the company's portfolio.
- Convert enquiries and opportunities into purchase orders through structured follow-up and negotiation.
- Maintain a healthy sales pipeline and continuously improve opportunity conversion.

B. Technical & Solution Selling:

- Understand the technical features, applications and commercial advantages of the company's products and solutions.
- Present technical solutions to customers in coordination with the Engineering/Technical team where required.
- Understand customer specifications, drawings, BOQs, tender documents and technical requirements.
- Communicate customer requirements accurately to the Proposal and Engineering teams and support technical discussions, clarifications and negotiations.

C. Tender and Project Sales:

- Identify relevant government, utility, EPC and industrial tenders/projects.
- Review tender requirements and coordinate internally for technical and commercial feasibility.
- Work with the Proposal team to prepare competitive technical and commercial offers.
- Track tender submissions, clarifications, negotiations and order finalization.
- Monitor upcoming projects and establish early engagement with customers and consultants.

D. Customer Relationship Management:

- Develop and maintain long-term relationships with existing and prospective customers.
- Regularly meet key customers and understand their upcoming requirements and projects.
- Act as the primary commercial interface for assigned customers.
- Identify opportunities for repeat business, upgrades, replacements and additional products.

E. Commercial Responsibilities:

- Prepare and negotiate commercial proposals in coordination with management.
- Understand pricing, margins, payment terms, delivery schedules and contractual requirements.
- Ensure that commercial commitments made to customers are feasible and approved internally.
- Coordinate with Finance and Projects teams regarding payments, outstanding receivables and commercial issues.

F. Market Development:

- Research market trends, competitors and emerging customer requirements.
- Identify new applications and industries for the company's products.
- Develop strategies for entering new geographical and industrial markets.

Skills and Qualifications:

- Education: Bachelor's degree in Engineering (Preferred), business, marketing, or a related field.
- Experience: Minimum 5 Years Proven experience as a Sales Engineer role.
- Experience in electrical, automation, instrumentation, power systems, industrial electronics, IoT, renewable energy, infrastructure or related industries preferred.
- Good understanding of technical products and engineering solutions.
- Ability to understand electrical/electronic systems and technical specifications.
- Ability to understand and communicate technical-commercial requirements.
- Strong knowledge of sales strategies and practices.
- Excellent communication, negotiation, and leadership skills.
- Willingness to travel extensively within the region.
- Experience in the Relevant industry Mandatory.
- Goal-driven and results-oriented.
- Others (e.g. language skills, technical skills): English, Computer Knowledge, Regional language.

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