



ਆਈ. ਕੇ. ਗੁਜਰਾਲ ਪੰਜਾਬ ਟੈਕਨੀਕਲ ਯੂਨੀਵਰਸਿਟੀ ਜਲੰਧਰ, ਕਪੂਰਥਲਾ  
I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY JALANDHAR, KAPURTHALA  
Office of Corporate Relations & Alumni

Ref. No. IKGPTU/CRA/ 266

Dated.. 21-03-2023

Directors/ Principals  
All the University Campuses/ Colleges & Institutions  
Affiliated with IKG PTU

Sub: Learning Routes Pvt. Ltd. - Joint Campus Placement Drive.

Dear Sir/Madam

I K Gujral Punjab Technical University is going to organize Learning Routes Pvt. Ltd.- Joint Campus Placement Drive for the batch 2022 passed out & 2023 passing out students of its campuses and affiliated colleges as per the below mentioned details:-

Designation	:	Sales Associate (Details attached)
Course/ Stream	:	Graduate (B.Tech/BBA), Post Graduate (MBA/MMS/PGDM)
Salary Package	:	Rs. 5, 70,000 LPA for Graduate Rs. 6, 06,000 LPA for Post Graduate
Job location	:	Gurgaon, Mohali, Delhi, Goregaon, Jaipur & Bengaluru
Batch Eligible	:	2022 passed out & 2023 passing out
Selection Process	:	Group Discussion & Interview

Interested students may register at the below mentioned link:-

<https://docs.google.com/forms/d/1TmBF-dsvY51MWZG8rcQpcU9gJ4hGj6PX8hSzmebt2yU/edit>

You are requested to kindly direct the Training & Placement Officer of your College/ Institute to share the information to the concerned students. **Last date of online registration is March 24, 2023 before 1500 hrs.**

For any further queries, you may please call Dr. Mrigender Singh Bedi, Assistant Director (CR&A), IKG PTU @ +91- 9478098076.

With profound regards,

  
Er. Navdeepak Sandhu  
Deputy Director (CR&A)

**"Propelling Punjab to a prosperous Knowledge Society"**

**I.K. Gujral Punjab Technical University**  
Jalandhar-Kapurthala Highway, Kapurthala -144 603. Phone : 01822-282506  
**E-mail :** placements.ptu@gmail.com **Website :** www.ptu.ac.in



## **Learning Routes Pvt. Ltd.**

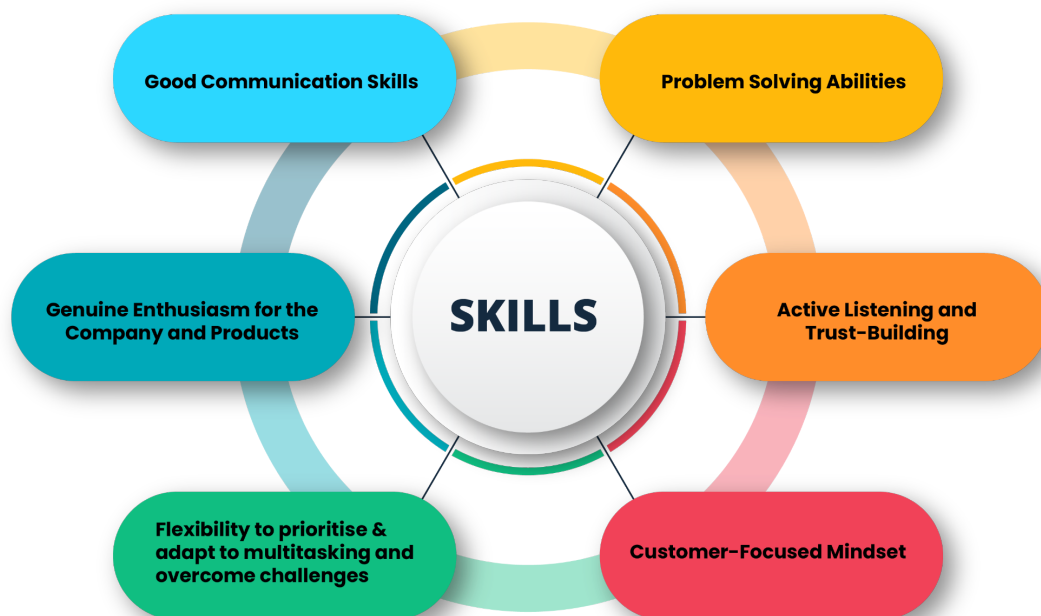
**Position & Role** - Sales Associate

**Industry** - Education Sales

**Location** -

1. Gurugram (Haryana)
2. Mohali, Punjab
3. Delhi
4. Goregaon ( East ), Mumbai
5. Jaipur, Rajasthan
6. Bengaluru, Karnataka

**Skills**



**Qualifications: -**

<b>Post Graduate</b>	MBA/ MMS/ PGDM
<b>Graduate</b>	BBA/ B.Tech

**Key Responsibility Areas**

- Cold Calling & Lead Generation to increase the sales output
- Work on Corporate Data Sources and Allotted Leads
- Career & Education Counselling for Working Professionals
- Interpersonal Skills for End - to - End Sales
- Manage and Achieve Daily, Weekly, and Monthly Work Reports
- Ability to reach out to the customers directly
- Ability to Learn Quickly and Accept Feedback

**Why Learning Routes is a Good Fit for you?**

Learning Routes is one of the leading education services startups catering to the needs of working professionals by offering them varied choices in management programs from India's top Business Schools.

Our sweet spot lies in dynamic growth opportunities for the freshers as our clientele list ranges from Top company executives and Managers, hence the students learn how to deal with crème de la crème society.

- Work with experienced Sales Executives
- Learn the nuances of sales
- An inclusive workplace
- A balance between work and festive activities
- Post-Admission service facilities.

### Remuneration for Graduates

		<b>Annually</b>
<b>Fixed Salary</b> (Fixed Compensation)	Rs.27,000	Rs.3,24,000
<b>Salary Increment</b> (Payable Post probation period based on 100% Target Completion)	Rs.3,000	Rs.18,000
<b>Meeting Allowance</b> (Payable For Outdoor Meeting)	Rs.4,500	Rs.54,000
<b>Monthly Incentives*</b> (Subject to Target Achievement)	Rs.12,000	Rs.1,44,000
<b>Performance cum Continuity Bonus*</b> (Payable on Yearly Performance of KRA's)	Rs.1,500	Rs.18,000
<b>Punctuality Bonus*</b> (Payable on 100% Monthly attendance)	Rs.1,000	Rs.12,000
<b>TOTAL CTC</b>	Rs.49,000	Rs. 5,70,000

### Remuneration for Post Graduates

		<b>Annually</b>
<b>Fixed Salary</b> (Fixed Compensation)	Rs.30,000	Rs.3,60,000
<b>Salary Increment</b> (Payable post the completion of probation period based on Target Completion)	Rs.3,000	Rs.18,000
<b>Meeting Allowance</b> (Payable For Outdoor Meeting)	Rs.4,500	Rs.54,000
<b>Monthly Incentives*</b> (Subject to Target Achievement)	Rs.12,000	Rs.1,44,000
<b>Performance cum Continuity Bonus*</b> (Payable on Yearly Performance of KRA's)	Rs.1,500	Rs.18,000
<b>Punctuality Bonus*</b> (Payable on 100% Monthly attendance)	Rs.1,000	Rs.12,000
<b>TOTAL CTC</b>	Rs.52,000	Rs. 6,06,000

## Benefits

- Yearly and attendance bonus
- Monetary rewards + Gifts in monthly Contests
- Monetary rewards + Gifts in Semi - Annual Contest
- Increment in salary post probation period
- In-house growth and improved designations

## Hiring Process



### Hiring and Selection Process

-  Pre-placement talk
-  Group Discussion
-  Impromptu Round (optional)
-  Assessment of personality, communication & confidence
-  Assessment of Sales Skills