



ਆਈ. ਕੇ. ਗੁਜਰਾਲ ਪੰਜਾਬ ਟੈਕਨੀਕਲ ਯੂਨੀਵਰਸਿਟੀ ਜਲੰਧਰ, ਕਪੂਰਥਲਾ  
I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY JALANDHAR, KAPURTHALA  
Centre of Training and Placement

Ref. No. IKGPTU/T&P/23.....

Dated. Aug/09/2024.

Directors/Principals  
All the University Campuses & It's Affiliated Colleges  
I K Gujral Punjab Technical University

Sub: British Paints (Division of Berger Paints) - Joint Campus Placement Drive.

Dear Sir/Madam

I K Gujral Punjab Technical University invite students of its campuses to participate in British Paints (Division of Berger Paints) - Joint Campus Placement Drive as per the below mentioned details:-

Designation	:	Sales Frontliners ( <b>Details attached</b> )
Course/ Stream	:	BBA/ MBA – Sales and Marketing
Package/Stipend	:	6 LPA including TA/DA and variable salary
Job Location	:	Ludhiana, Jalandhar & Amritsar
Batch Eligible	:	2022, 2023 & 2024 passed out
Selection Process	:	Test & Interview

Interested students may register at the below mentioned link:-

<https://docs.google.com/forms/d/1vS6qdF2jSfK9CXcvJQzJTYV1bDRmzeXaLzpR3Zqh8sY/edit>

You are requested to kindly direct the Training & Placement Faculty Coordinator of your campus/department to share the information with the concerned students. **Last date of online registration is August 12, 2024 before 1500 hrs.**

*Date & Time of the placement drive will be informed later on.*

With profound regards,

  
Er. Navdeepak Sandhu  
Deputy Director (T&P)

CC:

- Hon'ble Vice Chancellor, IKG PTU, For his kind information
- Head, Centre for Training & Placement, IKG PTU, for his kind information

**“Propelling Punjab to a prosperous Knowledge Society”**

**I.K. Gujral Punjab Technical University**  
Jalandhar-Kapurthala Highway, Kapurthala -144 603. Phone : 01822-282580  
E-mail : placements@ptu.ac.in Website : www.ptu.ac.in

## **Job Description**

1. **Job Title** : Sales Frontliner
2. **Department** : Sales
3. **Location** : Pan India
4. **Gross Package** : Rs. 6 lacs approx. including TA/DA and variable salary.

### **5. Role Brief :**

As a Sales Frontliner at **British Paints (Division of Berger Paints)**, you will undergo comprehensive experience to develop the skills and knowledge necessary for a successful career in sales. This entry-level position is designed for individuals with a passion for building relationships, a competitive spirit, and a desire to excel in a dynamic sales environment.

### **6. Responsibilities and Accountabilities:**

- Mapping of the assigned geography to identify prospective dealers
- Managing the ideal product mix i.e. emulsions sales ratio in the given territory
- Build a database of contractors and painters of the territory
- Complete monthly reconciliation of accounts with major dealers
- Ensuring that minimum 75% of the dealers are covered with Colormenu tinting machine
- Ensuring billing within credit limits after assessing the potential of the dealer
- Manage the receivables for all dealers
- Understand monthly schemes of other paint companies and pitch British Paints scheme in the market accordingly
- Achieving value and volume targets for the year/month/week
- Make the dealer buy complete range of British Paints products
- Ensuring that defined service level in terms of dealer visits and customer visits including site visits are met and proper record kept of the same
- Conduct sales promotion activities such as painter meets, shop meets, naka meets, promote RKS scheme
- Well-versed in Data Analysis and Analytical Skills.

### **7. Qualification and preferences:**

- Have 1-2 years of experience in Primary Sales, preferably on-roll employee.
- Candidate should be from Paints Industry / Building Material Industry / Chemical Industry.
- Must have Personal two-wheeler vehicle & Smart Phone.

### **8. Benefits:**

- a) Competitive salary and commission structure.
- b) Comprehensive training program.
- c) Opportunities for career advancement within the sales team.
- d) Health and wellness benefits like Group Mediclaim and Group Personal Accident coverage
- e) Dynamic and supportive work environment.