



# Role: Solar PV Business Development Executive



## Responsibilities:

### 1. Market Research

- Evaluate market trends to pinpoint potential customers and opportunities for solar PV solutions, ensuring strategic growth and informed decision-making
- Keeping track of central and state solar policies to align business strategies

### 2. Client Engagement

- Build and sustain strong client relationships to gain insight into their needs and recommend tailored solar solutions that align with their requirements
- Conducting presentations and demonstrations to showcase the benefits of solar energy

### 3. Sales Strategy Development

- Developing strategies to promote rooftop, ground-mounted, and off-grid solar solutions
- Work together with sales teams to identify leads and successfully secure deals, driving business growth and customer engagement

### 4. Proposal Preparation

- Creating detailed proposals and cost estimates for solar projects
- Assessing project feasibility and preparing project documentation

### 5. Networking

- Attending industry events and conferences to expand professional networks and stay updated on industry developments

## Qualifications:

- Completed 2nd year of UG
- Pursuing 2nd year of UG with continuous education
- Completed 2nd year of diploma (after 12th)
- Pursuing 2nd year of 2-year diploma after 12th
- 12th pass with 1 year Vocational Education & training (by industrial training institute or university or concerned ministry)

- Completed 3 years diploma after 10th with 1 year relevant experience
- 12th Grade pass with 2 year relevant experience
- 10th Grade pass with 4 year relevant experience
- Previous relevant Qualification

## **Skills:**

### **1. Knowledge of Renewable Energy**

- Understanding solar technologies and market trends is crucial for promoting solar solutions effectively

### **2. Sales and Negotiation Skills**

- Ability to negotiate contracts and close deals with clients, ensuring mutually beneficial agreements

### **3. Communication Skills**

- Strong verbal and written communication skills to convey technical information clearly to clients and stakeholders

### **4. Networking and Relationship Management**

- Establishing strong relationships with clients, partners, and industry stakeholders to drive business expansion and foster long-term success

### **5. Analytical Skills**

- Ability to analyze market data and customer needs to develop effective business strategies

### **6. Technical Proficiency**

- Familiarity with solar PV systems, including installation and operational aspects, to provide informed solutions to clients