

Job Description – Activity Executive

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| Job Title: | Activity Executive |
| Department: | Sales |
| Position Type: | Full-time |
| Reporting To: | Sales Manager |
| Responsible on absence: | CRT Executive |

Primary Responsibilities

- **Field Enquiry Generation Activities**
 - Draft the monthly activity plan with Sales manager and ASM. Define the kinds of activities and target pipeline generation from each activity
 - Communicate the demo day activities planned to the sales executives beginning of the month for registration of customers for the events
 - System based entry of monthly activity plan and obtaining approval of the same
 - Event planning, location booking, customer invites as per event and the norms set by the regional marketing manager
 - Event execution with help of activity executives and sales executives for rides and activities respectively
 - Capture all enquiries generated, customers attended and enter in system
 - Follow up with enquiries for test ride and booking
 - Provide test rides to enquiries generated as per their need
 - Facilitate the booking process for enquiries generated via activities

Candidate profile

- **Educational Qualifications:** Diploma / PG /Graduate
- **Industry:** Auto [4 wheeler preferred], Real Estate, Banking, Communications
- **Minimum experience:** 3 years, at least 2 years of experience in a direct customer facing role, has completed at least 2 long distance rides on an RE bike
- **Profile:** Has extensive experience in managing and organizing rides, has been on multiple rides as part of a group, is well connected with local rider community, strong focus on customer experience management and adherence to processes and norms
- **Passions/ Interests:** Passionate about Royal Enfield and motorcycling, owns/ rides one himself and interested in travelling and exploring
- **Competencies:**
 - Customer Relationship Management
 - Selling Skills and Market Knowledge
 - Product Knowledge / Brand Insights