



## SALES ASSOCIATE

### Qualification:

- MBA/PGDM Sales and Marketing.
- 0-2 years' experience in Sales (B2B)
- Should have maintained 60% or equivalent during entire academics.

### About TurnB:

TurnB is a leading provider of data analytics, consulting, and AI-driven solutions, helping businesses unlock actionable insights and drive data-led transformation. We combine cutting-edge technology with strategic expertise to deliver business impact for our clients.

### About The Job:

As a Sales Associate at TurnB, you will play a key role in supporting the company's growth by identifying, developing, and converting new business opportunities. This role is ideal for a driven, customer-focused professional who is eager to build a strong foundation in B2B sales within the analytics, AI, and digital transformation space. Managing the end-to-end stages of the sales cycle, you will work closely with senior sales and marketing teams to manage leads, support the sales cycle, and contribute to achieving aggressive growth targets. This role offers hands-on exposure to enterprise sales, client engagement, and structured sales processes making it an excellent opportunity for professionals looking to grow into larger sales and leadership roles within the organization.

### Key Responsibilities:

- Generate, qualify, and convert new business leads into a strong and sustainable sales pipeline.
- Drive end-to-end sales cycles- from prospecting and opportunity creation to deal closure.
- Design, propose, and negotiate profitable, value-driven contracts with customers.
- Engage prospects and clients through creative, targeted marketing and outreach strategies.

- Track, analyze, and report the performance of sales and marketing campaigns.
- Develop and implement effective sales strategies aligned with business objectives.
- Conduct market research to understand industry trends, competition, and emerging opportunities.

## Skills Required:

- 0–2 years of B2B sales experience in multiple markets, preferably in analytics, AI, digital transformation, or IT services.
- Excellent communication, presentation, and negotiation skills with a proactive, client-focused mindset.
- Ability to understand client needs and effectively position TurnB's solutions.
- Good organizational and time-management skills to manage leads, pipelines, and sales activities.
- Commercial awareness with creativity in lead generation, marketing, and customer engagement.
- Working knowledge of CRM tools, sales processes, and basic social media or campaign/ web analytics.
- In depth knowledge of sales and marketing practices and procedures and experience in creating executive level briefings.

**Location: Edappally, Cochin**

**Employment type: Offline, Full time.**

Interested candidates please apply to [careers@turnb.com](mailto:careers@turnb.com) with subject line: **Application for the role of Sales Associate**