



## **Sponsorship Sales Description:**

Strives to build relationships with customers by interacting closely with them, and endeavors to bring new sponsors to the PSAMA. He/She helps the organization improve cash flows and capital reserves while helping develop “products” which will bring in more profits. Through his/her contacts or those provided by the PSAMA, he/she demonstrates and sells products and services in a particular geographical region.

## **Duties and Responsibilities**

- A sales executive has to make regular phone calls and send emails to sponsors to keep in touch with them
- Must always try to expand his base and bring in new customers and for that he should learn to identify potential customers and their needs
- Must follow market and customer information and on this basis report on future buying trends
- Negotiate things like prices, timing, etc with the company’s managers
- Must keep records of sponsorship information.

## **Skills and Specifications**

- Sales executives must have exceptional communication and interpersonal skills
- Must be persuasive, firm, well-mannered and a good negotiator
- They must work in a team and be confident
- Must be sensitive to the customers’ needs and requirements