

Name of Employee		Year	
Job Title	Executive/Sr. Executive Corporate Sales	Department	Sales & Marketing
Direct Reporting to	Manager - Sales & Marketing	Indirect Reporting to	Director Admin
Knowledge, skills, abilities required	<ul style="list-style-type: none"> <li>• Knowledge about healthcare industry,</li> <li>• Strong communication, presentation, and negotiation skills.</li> <li>• Ability to build and maintain strong professional relationships.</li> <li>• Target-driven, self-motivated, and result-oriented.</li> <li>• Good analytical, problem-solving, and reporting skills.</li> <li>• Proficiency in MS Office (Word, Excel, PowerPoint) and CRM tools.</li> </ul>		

**Job Summary:** The Corporate Sales Executive/Sr.Executive at BMCHRC will be responsible for driving business growth through corporate tie-ups, client relationship management, and strategic partnerships. The role involves developing and maintaining strong connections with corporate organizations, insurance companies, TPAs (Third Party Administrators), and other stakeholders to enhance the hospital's patient inflow, promote healthcare services, and achieve revenue targets. The incumbent will actively engage in business development activities, corporate presentations, negotiations, and ensuring client satisfaction while aligning with the mission and values of BMCHRC.

• **Business Development & Corporate Tie-ups**

- Identify, approach, and secure partnerships with corporate organizations, insurance providers, TPAs, and government agencies.
- Develop and implement effective corporate sales strategies to expand BMCHRC's client base.
- Prepare and deliver impactful corporate presentations, proposals, and Services.

• **Client Relationship Management**

- Build and maintain long-term relationships with corporate clients and HR/administration departments.
- Act as a single point of contact for corporate clients for healthcare services, packages, and agreements.
- Ensure client satisfaction through regular follow-ups, service quality checks, and grievance handling.

• **Revenue & Target Achievement**

- Achieve monthly, quarterly, and annual sales targets as assigned by the management.
- Monitor and analyze sales performance metrics, prepare MIS reports, and present them to senior management.
- Ensure timely renewal of corporate contracts and agreements.

• **Marketing & Promotion Support**

- Coordinate with the marketing team to plan health programs, and awareness initiatives for corporate clients.
- Participate in exhibitions, seminars, and networking events to promote BMCHRC's healthcare services.
- Support in developing promotional materials, presentations, and digital campaigns for corporate engagement.

• **Operational Coordination**

- Liaise with hospital departments to ensure smooth execution of corporate tie-up services (cashless facility, medical check-ups, emergency services, etc.).
- Ensure accurate documentation and compliance with hospital policies and corporate agreements.
- Maintain updated records of all corporate tie-ups, agreements, and services provided.

**Prepared by:**

**Verified by :**

**Approved by:**

AM- HR

Head- HR

Director Admin

I have read and clearly understood the above job description and I assure you that I will put in my best efforts to follow it.

**Signature of Employee**