

Position	Field Sales Executive — Industrial Lifting Equipment
Company	Vizag Lifting Equipments (VLE)
Location	Visakhapatnam, Andhra Pradesh (Field-based, extensive travel)
Employment	Full-Time, Permanent
Experience	2 – 5 Years in Industrial / Technical B2B Sales
Reporting To	Founder / Managing Director
Compensation	To be discussed — based on experience and what you bring to the table

About Vizag Lifting Equipments

Vizag Lifting Equipments (VLE) is a Visakhapatnam-based company specialising in the supply, trading, and servicing of industrial lifting and material handling equipment. Our product range includes wire rope slings, chain slings, webbing slings, hoists, shackles, turnbuckles, and allied lifting accessories. We serve ports, steel plants, pharma, power, construction, defence, and heavy manufacturing sectors across the Vizag region. Founded in 2025, VLE is on an ambitious growth path and is looking for a driven, honest, and technically sound sales professional to be part of this journey from the ground up.

Role Summary

The Field Sales Executive will be the face of VLE on the ground. This person will be responsible for visiting industrial clients, building long-term relationships, generating enquiries, submitting quotations, and closing orders. The role requires regular travel across Visakhapatnam and surrounding industrial belts — including ports, steel plants, pharmaceutical companies, power plants, shipyards, and construction sites.

This is a hunter's role. We are looking for someone who is comfortable walking through factory gates, talking to store managers and purchase officers, and following up relentlessly until the order is placed.

Key Responsibilities

Client Visits & Business Development

- Visit industrial clients daily — including Visakhapatnam Port, RINL (Steel Plant), HPCL, BHPV, Hindustan Shipyard, NMDC, pharmaceutical units, power plants, and construction sites
- Identify and develop new customer accounts across all major industrial verticals in the Vizag region
- Build and maintain a structured database of prospects, visits, and follow-ups

Sales & Order Closure

- Generate enquiries, prepare and submit competitive quotations, and follow up to close orders
- Achieve monthly and quarterly sales targets set by the management
- Cross-sell and upsell the full range of VLE products to existing clients

Customer Relationship Management

- Develop trust-based long-term relationships with purchase managers, engineers, and store in-charges
- Handle customer complaints, delivery coordination, and post-sale follow-up professionally
- Represent VLE's brand with integrity in every customer interaction

Reporting & Process Discipline

- Submit weekly visit reports and sales activity logs without being prompted
- Maintain an updated pipeline of enquiries and expected closures
- Participate in monthly sales review meetings with the management

Qualifications & Experience

Education

- Diploma or Degree in Mechanical Engineering or a related technical discipline (preferred)
- Candidates with ITI background and strong field experience will also be considered

Experience

- Minimum 2 years of field sales experience in industrial products — lifting equipment, rigging, material handling, tools, safety equipment, or similar
- Must have direct experience visiting and selling to industrial buyers (not just retail or distribution)
- Existing contacts or prior access to buyers at Vizag Port, RINL, HPCL, BHPV, Hindustan Shipyard, or APIIC industrial clusters is a strong advantage

Skills & Competencies

Technical Knowledge

- Working knowledge of lifting equipment: wire rope slings, chain slings, webbing slings, hoists, shackles, and turnbuckles
- Ability to understand Safe Working Loads (SWL), sling angles, and load charts
- Comfortable reading basic technical specifications and product catalogues

Sales Skills

- Strong negotiation and persuasion skills without being pushy
- Ability to generate leads independently through cold visits and networking
- Systematic follow-up discipline — does not let enquiries die

Communication

- Fluent in Telugu; working knowledge of Hindi and basic English for written quotations and emails
- Presentable and professional in customer-facing interactions
- Honest and direct in communication — with customers and with management

Personal Traits

- Self-motivated, hardworking, and physically energetic for field travel
- Long-term thinker — looks for career stability and growth, not just a salary
- High integrity — no history of misrepresentation with customers or past employers
- Realistic in setting expectations — does not over-promise to customers or management

Compensation & Benefits

Fixed Salary	To be discussed <i>Based on your experience, skillset, and what you bring to the table</i>
Sales Commission	Pre-agreed during negotiations <i>A fair structure will be mutually agreed before joining — rewarding performance directly</i>
Travel Allowance	₹5,000 per month
Mobile Allowance	₹500 per month
Annual Review	Performance-linked increment <i>Salary and commission structure reviewed annually based on target achievement</i>

What We Are Looking For

Beyond qualifications, VLE values character above everything. We are a young company building its foundation and we want someone who will grow with us for the long term. The right candidate will be:

- Honest — with customers, with the team, and with themselves about what they can deliver
- Hardworking — willing to put in the visits, the follow-ups, and the effort every single day
- Loyal — someone who commits and stays, not someone looking for the next opportunity in 6 months
- Realistic — who gives management an honest picture of the pipeline, not just what they want to hear
- Driven — who sees this role as an opportunity to build income through commissions, not just draw a salary

How to Apply

Interested candidates are requested to fill out our detailed application form. The form includes questions about your technical knowledge, sales experience, and territory familiarity. Please answer honestly — we value accuracy and self-awareness over impressive-sounding claims.



Scan the QR code or visit the link below to apply:

<https://forms.gle/uCKyYusAfJeDYYiz5>

+91 95759 93891 | +91 89775 45398

info.vizaglifting@gmail.com

#28-9-1/1, Suryabagh Main Road, Visakhapatnam – 530 020

We are not just hiring for a role — we are looking for a long-term partner in growth.