

Job Titles:
Business Development Executive
Strategic Growth Associate

Company: PlaceMux by Altrodav

Location: Bangalore

Employment Type: Full-Time

Role Overview

PlaceMux by Altrodav is hiring **Business Development Executives & Strategic Growth Associates** for its placement-focused EdTech platform.

The Business Development Executive role will focus on **B2C sales**, where candidates will directly interact with students, understand their career goals, and drive enrollments into our programs.

The Strategic Growth Associate role encompasses **B2B business development**, where candidates will engage with colleges, training institutes, and corporate partners to establish institutional tie-ups and drive bulk enrollments.

The roles are designed to build a strong foundation in **consumer behavior, business development, sales conversion, relationship management, and revenue generation**.

Key Responsibilities

- Engage with prospective students via calls, WhatsApp, and virtual meetings
- Counsel students on career programs and guide them toward the right choice
- Drive end-to-end sales (Lead → Conversion)
- Achieve daily, weekly, and monthly sales targets
- Maintain consistent follow-ups and lead nurturing
- Handle objections and close high-value deals
- Maintain accurate CRM updates and reporting discipline
- Collaborate with internal teams for seamless onboarding

- Identify and engage colleges, universities, and training institutes for institutional partnerships and bulk student enrollments
- Build and manage B2B relationships with HR heads, TPOs (Training & Placement Officers), and corporate decision-makers
- Drive strategic account acquisition and manage end-to-end institutional deal closures

Key Skills Required

- Strong communication and interpersonal skills
- Sales-driven and target-oriented mindset
- High ownership and accountability
- Ability to influence and build trust quickly
- Strong negotiation and relationship-building skills
- Basic understanding of EdTech / sales (preferred)
- Ability to identify and develop B2B opportunities with institutions and corporates
- Experience or understanding of institutional sales, partnership development, or B2B outreach (preferred)

Eligibility Criteria

- Graduate / Final-Year Students can apply
- Freshers with strong communication skills are welcome
- Prior experience in B2C sales, business development, or customer-facing roles is a plus
- Prior experience or exposure to B2B sales, institutional partnerships, or corporate outreach is a plus

Compensation Structure

1. Business Development Executive

Total CTC: ₹12,00,000 per annum

Breakdown

- ₹6,00,000 Fixed Salary
- ₹6,00,000 Performance-Based Incentive

Incentive Structure (₹6 LPA Variable)

The variable component is performance-driven and directly linked to revenue contribution and target achievement.

Incentives will be calculated based on:

- Monthly revenue targets
- Conversion rate
- Deal closure volume
- Strategic account acquisition
- Consistency in performance

Note:

High performers can unlock the full ₹6 LPA variable component.

There is no upper earning cap for exceptional performers exceeding targets.

2. Strategic Growth Associate

Total CTC: ₹16,00,000 per annum

Breakdown

- ₹10,00,000 Fixed Salary
- ₹6,00,000 Performance-Based Incentive

Incentive Structure (₹6 LPA Variable)

The variable component is performance-driven and directly linked to revenue contribution and target achievement.

Incentives will be calculated based on:

- Monthly revenue targets
- Conversion rate
- Deal closure volume
- Strategic account acquisition
- Consistency in performance

Note:

High performers can unlock the full ₹6 LPA variable component.

There is no upper earning cap for exceptional performers exceeding targets.

Performance Expectations & Policy

To qualify for full-time continuity and incentives, the candidate must:

- Successfully complete the training phase
- Achieve minimum defined sales/closure targets
- Demonstrate strong follow-up discipline
- Maintain CRM and reporting accuracy
- Exhibit a professional and ownership-driven mindset

Post-Confirmation Employment

Upon successful completion of the training phase:

- The candidate will be formally appointed as a **Business Development Executive or Strategic Growth Associate**
- Fixed salary (as per applicable CTC structure) will be processed as per payroll cycle
- Eligibility for ₹6 LPA variable incentive structure will begin
- Performance reviews will be conducted **weekly, bi-weekly, and monthly**