

# GERAB NYED-YON Ltd.

## ToR for Sales Executive

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### 1. Introduction

Gerab Nyed-Yon Ltd. (GNY) is an autonomous entity holding and managing the assets and investments of the Zhung Dratshang. It ensures adequate support to the Zhung Dratshang for the conduct of spiritual responsibilities towards preservation and promotion of Buddhism, the Kingdom's spiritual heritage.

2. **Job Title:** Associate Analyst, Sales and Marketing

3. **Department:** Investment Division

4. **Reporting To:** Sr. Analyst, Investment Division

### 5. Overall Job Description

GNY has launched two new business initiatives namely the monastic events for high end tourism and supply of artifacts to the Zhung Dratshang. These initiatives are of much importance in achieving the company's ambitious revenue targets. The sales and marketing associate analyst must be dynamic with good interpersonal skills as he/she will have to handle the logistical arrangements for the monastic events, the entire process of the supply of artifact from procurement, sales, marketing, customer relations and ensure internal control activities of consolidation, reporting and analysis.

### 6. Education & Experience Criteria

He/she must have:

- Minimum Bachelor's Degree in B.Com / BBA (Marketing);
- Experience in retail sales or hospitality will be preferred.

### 7. Skills and Attributes

- Excellent communication and interpersonal skills.
- Strong organizational and multitasking abilities;
- Interest in Bhutanese culture and artifacts (preferred).
- Strong customer service orientation.
- Ability to work independently and as part of a team.

## **8. Specific Responsibilities**

The sales executive, shall specifically be responsible for the following:

- Interact with stakeholders warmly and professionally to establish rapport.
- Showcase products and events with enthusiasm and knowledge, highlighting their cultural significance, history, provenance, and value proposition.
- Effectively handle customer inquiries, providing accurate information about artifacts and addressing concerns with respect to Bhutanese traditions.
- Upsell and cross-sell products and services to maximize customer satisfaction and sales revenue, keeping in mind the customers' needs.
- Manage inventory control procedures and maintain up-to-date sales and inventory records to ensure stock accuracy and availability.
- Report any damaged or missing artifacts to your supervisor.
- Manage the entire supply chain for the artifacts to ensure timely arrival of the artifacts, payments, conduct cost analysis, negotiate with the suppliers and ensure there is adequate stock of the items at all times.
- Train sales person to develop their sales skills, deepen knowledge of Bhutanese artifacts and learn other management skills required to operate the shops.
- Share knowledge with customers in a respectful and informative manner, promoting Bhutanese cultural heritage.
- Maintain accurate sales and events records and reports.
- Participate in performance reviews and provide feedback to management.

## **9. Other requirements**

- Curriculum Vitae (CV) clearly indicating requirements referred to above;
- Two recommendation letters from non-family related referees; and copies of:
  - a) Academic Transcripts;
  - b) Security Clearance Certificate;
  - c) Citizenship Identity Card; and
  - d) No Objection Certificate (if required).

## **10. Employment Type**

- Three years initial contract (extendable based on individual performance and requirement of the company)

## **11. Salary & Others Benefits**

Negotiable and commensurate with the relevance of qualification and work experience required, and shall be fixed within the existing GNY pay scales and in line with the GNY Service Rules.