

Job Title: Engineer - Sales

Company: Light Mechanics Pvt. Ltd.

Location: Pune

Experience: 0-2 years

Employment Type: Full-time

Industry: Laser Systems, Industrial Automation & Engineering Solutions

Website: www.lightmech.com

Education: B.Tech in Engineering (Mechanical/Electrical/Mechatronics preferred)

Job Responsibilities

- You are mainly responsible for implementing the company's sales strategy for selling machines in region allocated to you.
- You are responsible for planning and allocation of your time to customers to generate orders, generate new leads, and provide information to new entrants in the industry and to enhance relationship with existing customers
- You are responsible for identifying new potential markets and developing tactical initiatives to effectively communicate with them.
- You are responsible to achieve the targets.
- You have to report your activities regularly to head office/Managers.
- You are responsible to use various selling techniques to follow up on sales leads generated by the sales and marketing teams.
- You have to discuss with customers and engineers to assess equipment needs and to determine system requirements
- You should evaluate customer research, market conditions, and competitor data.
- You are responsible to conduct product and service demonstrations for customers and at marketing events.
- You should be travelling throughout the assigned region for lead generation & Order conversion
- You ensure the integrity and ethics of the company are at the heart of all communications.
- You will use the company's in-house CRM tool for information management.

Candidate Requirements

- **0–2 years of experience / Freshers** from Engineering background (Mechanical / Electrical / Electronics / Mechatronics / Industrial / Automation).
- Interest in **capital equipment, automation solutions, laser technology**, or industrial machinery sales.

- Basic technical understanding with willingness to learn **RFQ handling, quotation preparation, and bid documentation**.
- Good communication and coordination skills to interact with customers, internal teams, and vendors.
- Exposure / interest in industries such as **automotive, electronics, aerospace, and defence** will be an added advantage.
- Strong learning mindset with ability to understand technical products and present solutions to customers.
- **Target-oriented and proactive attitude** towards lead generation, follow-ups, and supporting order closure activities.
- Ability to work in a fast-paced sales environment and support senior sales team members.

Why Join Light Mechanics?

- Be part of a company at the forefront of India's laser technology revolution.
- Opportunity to work on high-impact projects across automotive, aerospace, and defence.
- High-growth environment with leadership opportunities.
- Competitive compensation with performance-based rewards.

