Hydron Alkaline Aqua Private Limited
4A Trust House, 35 Hospital Avenue, Dr. E. Borges Road, Opp. Shirodkar High School, Parel, Mumbai 400012, India I Tel. +91 22 6817 4444 | Email: info@hydron.in I LinkedIn: https://www.linkedin.com/company/hydron-water/about/ CIN: U15549MH2022PTC375261

Job Description – Business Development Manager (B2B Field Sales)

Company: Hydron Alkaline Aqua Private Limited
Locations: Delhi
Experience: 4–8 Years
Preferred Industry: FMCG / FMCD/ Premium consumer product
Employment Type: Full-Time
Role Type: Hardcore Field Sales | B2B Sales | New Business Acquisition

About Hydron

Hydron is an innovative functional hydration company offering advanced alkaline ionized water solutions. We are focused on transforming hydration experiences across corporates, commercial establishments, healthcare, hospitality and institutional sectors through cutting-edge water technology.

Role Overview

We are looking for **aggressive, target-driven Business Development Managers** with strong experience in FMCG or FMCD sales to drive new customer acquisition and revenue growth across Delhi.

This is a **hardcore, on-ground sales role** requiring extensive fieldwork, cold calling, prospecting, client meetings, negotiations and deal closures.

The ideal candidate should be a strong individual contributor with a proven track record of achieving sales targets, opening new accounts and independently managing the complete sales lifecycle.

Key Responsibilities

New Business Acquisition & Field Sales

- Drive aggressive new customer acquisition through cold calling, field visits, direct prospecting and networking.
- Identify and convert B2B opportunities across corporates, IT parks, commercial establishments, hospitality, healthcare and educational institutions.
- Conduct daily client visits, product presentations, demonstrations and sales meetings.

- Build a strong pipeline of qualified prospects and consistently convert leads into revenue-generating customers.
- Independently develop new territories and expand Hydron's market presence.

End-to-End Sales Lifecycle Management

- Own the complete sales cycle from lead generation, prospecting and qualification to proposal submission, negotiation and deal closure.
- Engage directly with business owners, facility managers, administration heads, procurement teams and senior decision-makers.
- Drive both outright product sales and rental-based business opportunities.
- Manage pricing discussions, commercial negotiations and contract closures.
- Ensure timely follow-ups, customer onboarding and coordination with internal teams.

Revenue & Target Achievement

- Own monthly and quarterly revenue targets.
- Maintain a healthy sales funnel and deliver consistent business conversions.
- Focus on new account acquisition, deal closures and revenue generation.
- Identify opportunities for account expansion, repeat business and referrals.

Market Development & Sales Reporting

- Conduct market mapping, competitor analysis and territory planning.
- Identify high-potential commercial clusters and institutional accounts.
- Maintain accurate daily sales activity, lead status, pipeline and revenue forecasts in the CRM.
- Provide regular updates on customer meetings, conversions, sales performance and market opportunities.

Required Qualifications & Experience

- Bachelor's degree in Business Administration, Marketing, Commerce or a related field. MBA preferred.
- **4–8 years of strong sales experience, primarily from FMCG or FMCD backgrounds.**
- Proven experience in hardcore field sales, direct selling, territory development and new customer acquisition.
- Demonstrated ability to independently generate leads and close business.
- Experience managing the complete sales lifecycle from prospecting to revenue generation.
- Strong negotiation, communication, presentation and relationship-building skills.
- Proven track record of consistently meeting or exceeding sales targets.
- Comfortable with extensive field travel and daily customer meetings.
- Strong understanding of the Delhi market.

Preferred Candidate Profile

- Sales professionals from FMCG, FMCD, consumer durables, water purifiers, appliances, beverages or related product categories.
- Candidates with experience in B2B sales, institutional sales, corporate sales or commercial account acquisition.
- Strong hunter mindset with the ability to open new accounts rather than depend on existing customers or inbound leads.
- Experience selling directly to businesses, commercial establishments or institutional customers.
- Self-motivated individuals who thrive in a high-performance, target-driven sales environment.

Key Performance Indicators (KPIs)

- New B2B accounts acquired.
- Monthly and quarterly revenue achievement.

- Number of field visits and qualified customer meetings.
- Lead-to-conversion ratio.
- Sales pipeline development and deal closure rate.
- New territory and market penetration.