

		Job Description	Format No:HR_F_160 Version: 2.0 Date: 23-Jul-21
BD and Sales Manager For UAV's - JD (DJD202601)			
Roles	Drive UAV sales by acquiring new clients, managing the full sales cycle, and converting leads into revenue."		
Responsibilities	1. Identify and acquire new clients across target sectors including defense, law enforcement, agriculture, infrastructure, and logistics . 2. Develop and execute business strategies to achieve annual sales and revenue targets . 3. Generate leads through cold calling, networking, industry events, and referrals. 4. Manage the complete sales cycle from prospecting, proposal creation, negotiation, to closing deals . 5. Build and maintain strong relationships with C-level decision-makers, government departments (MoD, DRDO, police, disaster management), PSUs, and large enterprises. 6. Lead participation in drone expos, defense exhibitions, and industry networking events (e.g., Aero India, DefExpo) 7. Ensure high client satisfaction and drive upselling, cross-selling, and contract renewals		
Category		Description	
Qualifications	Bachelor's degree in Business, Marketing, Engineering or related field . MBA in Sales/Marketing or Agri-Business is highly preferred		
Experience	5–10 years of experience in business development, enterprise/B2B sales/B2C Sales Experience in Electronics products and have dealt with Defence Tier 1 Private & Public customers, solution selling, large contract/project management, Meeting consultants and specifying products, Tender participation		
Technical & Process Capabilities	Deep drone hardware knowledge – Understand frames, motors, propellers, batteries, payloads (cameras, LiDAR, sprayers), and flight controllers. Payload & sensor expertise – Know which camera, thermal sensor, or sprayer works best for specific use-cases (surveying, inspection, agriculture). Flight planning software – Proficiency in tools like Pix4D, DroneDeploy, or DJI Pilot for mission planning and data capture Data processing & analytics – Basic understanding of how drone-captured data is processed into maps, 3D models, or reports to explain value to clients. Regulatory compliance – Knowledge of DGCA rules, NPNT, type-certification, and defense procurement norms to guide clients legally. Hands-on piloting skills – Ability to conduct live product demos and troubleshoot technical issues during flights (pilot license preferred). RF & communication systems – Familiarity with radio frequencies, GPS/GNSS, and telemetry for reliable drone operations.		
Behavioural Capabilities	Exemplary interpersonal, communication and negotiation skills Customer-centric mindset – ability to translate technical features into customer benefits Self-motivated and target-oriented – with strong follow-up discipline and pipeline management Willingness to travel extensively for client meetings, demos, and events Strategic thinking – with the ability to execute operationally and drive market entry strategies		
Values	Accountable & Responsible, Ethics & Integrity, Knowledge, Collaboration, Caring, Agility, Empowerment with Accountability and Sustainability		
Preferred Experience, Knowledge & Attributes	Drone pilot certification or hands-on flying experience – knowledge of DGCA regulations and remote pilot license norms Existing network in defense, government, infrastructure, or agriculture sectors Background in technical sales engineering with drone hardware/components		
Compensation	To be filled by HR		