Business Development & Sales Manager:
Rooftop Solar

Full-time position
Base location: New Delhi
Reporting Line: CEO
Start date: 1st April 2019
Remuneration: Rs. 4 – 7 lakh per annum, dependent on experience

About Oorja
Oorja is a young and growing company based in New Delhi, tackling some of the most pressing challenges in the energy sector today – renewable energy expansion and rural electrification. We are entering a new business segment to execute small rooftop solar projects (5–50 kWp) for commercial, industrial and residential clients in Tier 2/Tier 3 cities in northern states. The initial focus will be on Uttar Pradesh and Bihar. We are a dynamic, driven and international team and are motivated by a desire to democratise clean energy access, increase the share of renewables in India’s energy mix and mitigate climate change.

Role Background
Oorja is seeking a self-directed Business Development & Sales Manager for its new Rooftop Solar business. The candidate must have at least 5-8 years’ experience in a business development or sales role in the solar PV sector. She/he will have responsibility of all functions including, but not limited to, strategy development, business planning, identifying and qualifying customers, sales and marketing, developing and pitching techno-commercial proposals, obtaining regulatory approvals, government liaison for subsidy disbursements, and overseeing successful execution and revenue realisation for on/off-grid rooftop solar projects. She/he must have a high degree of entrepreneurial acumen and complete functional knowledge of the rooftop solar regulatory and financing environment. The ideal candidate has a good network among commercial, industrial and residential establishments in Tier 2/3 cities in Uttar Pradesh and Bihar.

Roles and Responsibilities
The key responsibilities of the Business Development & Sales Manager will include, but are not limited to:

**Strategy & Business Planning**
- Analyse sales and industry data, market trends, policies and regulations; identify market potential and value and competition for rooftop/captive solar projects in the regional market
- Prepare business plan and roadmap for targeted customer segments including selection of revenue model (CAPEX vs OPEX/PPA), financial modelling, resource planning, etc.
- Obtain any necessary registrations, clearances, permissions, etc. for becoming a rooftop solar project developer/installer/operator
- Prepare annual sales targets(sales/revenue forecast, profit, market share) along with action plan

**Business Development**
- Independently identify and develop rooftop solar opportunities in commercial, industrial and residential segments through market research and networking
- Generate customer leads; comb the target geographies extensively and enter into dialogue with prospective clients in industries, educational institutions, hospitals, shops and establishments, residential colonies, etc.
- Generate and qualify customer database: cold calling and walk-ins to identified prospective customers; schedule sales visit calls; build enduring relationships with existing and new clients
- Represent Oorja at trade shows, conventions and relevant events
Sales & Marketing

- Study clients’ energy consumption patterns and propose to clients the solution most suited for their needs
- Develop and implement a branding and marketing approach tailored to meet client requirement
- Handle sales and contract management of on/off-grid solar PV systems for small commercial, industrial and residential consumers (< 50 kWp)
- Work with engineering team to complete cost estimation, run financial models
- Prepare complete documentation for techno-commercial proposal with ROI and detailed project report
- Assess clients’ financial credit-worthiness based on a set of pre-determined criteria
- Pitch to customers and close orders independently: manage direct sales and tenders, client meetings to close details, contract/PPA negotiation, finalisation of commercial terms
- Follow up with customers for orders, payments, approvals, problem resolution, etc.

Regulatory

- Liaise with state nodal agencies, DISCOMs, Solar Energy Corporation of India for approvals and sanctions and subsidy disbursement
- Coordination with relevant authorities for permits, compliance and regulatory approvals (CEIG, NOCs and net metering)
- Stay up to date with the solar policies and regulations within Oorja’s geography of operations, including open access policies, net metering policies and state nodal agency initiatives

Relationship Management

- Develop and manage company CRM
- Identify and establish strategic tie-ups and create channel sales/marketing partners within regional markets
- Develop network of quality vendors, suppliers and subcontractors for effective delivery and timely procurement and subsequent execution by sub-contractors on sites

Other

- Coordinate with customers, engineering team, vendors, sub-contractors to ensure on-time delivery and that customer’s needs are met
- Ensure roadblocks are removed from the project; continuously interact with and report to the client and the local authorities to ensure 100% on-time delivery
- Assist clients with obtaining bank loans or other financing for execution of solar projects
- Develop MIS and processes for solar rooftop business

Qualifications

* BTech/MTech degree in renewable energy or engineering
* Minimum 5–8 years of professional experience in business development or sales role in solar PV sector
* Sound knowledge of the regulatory environment: MNRE/CERC/SERC etc. and net metering policy and solar subsidy schemes of States
* Techno-commercial experience in a previous role
* Expert in payback calculation, ROI and project economics

Competencies and Abilities

* Demonstrated leadership, networking and negotiation skills
* Strong communication and interpersonal skills
* Liaison experience with local DISCOMs and State Nodal Agencies
* Familiar with financial models like CAPEX & OPEX/PPA
* Fluency in both English and Hindi required
* Self-confident, highly driven, self-motivated; go-getter
* Strong organisational skills, ability to prioritise work and deliver independently under tight timelines
* Willing to travel extensively (up to 80%) and work flexible hours

**How to Apply**

Please send your CV and cover letter to careers@oorjasolutions.org with the subject line “Rooftop Solar Manager – Your Name”. Please don’t forget to put your name in the subject line! More information about Oorja can be found at www.oorjasolutions.org.

Selection process: 2 interviews (1 phone and 1 in-person), completion of an assignment, reference checks.

**Apply By**

10th March 2019 for starting date of 1st April 2019