

Marconix Sales Solutions Private Limited

<https://marconix.in/job/field-sales-executive-horeca/>

Field Sales Executive – HORECA

Description

Location: Bengaluru, Karnataka

Job Type: Full-time

Industry: FMCG / Food & Consumer Products

Job Summary

Marconix is hiring a **Field Sales Executive – HORECA** for a growing consumer products business in Bengaluru.

The role is focused on developing new B2B business, acquiring institutional customers, generating sales, managing customer relationships and expanding product distribution across **HORECA, canteens, institutional customers and other B2B accounts** in Bengaluru.

The ideal candidate will have experience in **HORECA sales, institutional sales, FMCG sales, food service sales, business development**.

Key Responsibilities

- Identify and develop new B2B customers across assigned areas of Bengaluru.
- Generate leads and build a strong pipeline of HORECA, institutional and B2B customers.
- Visit prospective and existing customers as per the assigned sales plan.
- Introduce and present the company's products and product portfolio to potential customers.
- Develop business with **hotels, restaurants, cafés, caterers, canteens, corporate cafeterias, institutions and other B2B customers**.
- Understand customer requirements and recommend suitable products and solutions.
- Generate enquiries, negotiate commercial terms and convert prospects into customers.
- Prepare and submit quotations and follow up for order confirmation.
- Generate regular orders and achieve assigned monthly sales targets.
- Build and maintain long-term relationships with key B2B customers.
- Follow up with existing customers to generate repeat business and increase order value.
- Coordinate with internal teams for order processing, product availability and customer requirements.
- Maintain accurate customer and sales information in the CRM application.
- Update daily customer visits, leads, follow-ups, enquiries and sales activities in the CRM.
- Collect customer feedback and market intelligence.
- Monitor competitor activity, pricing and market opportunities.
- Promote new products, schemes and business initiatives to existing and prospective customers.
- Coordinate with the reporting manager on sales performance, pipeline and market development.
- Attend regular sales review meetings and submit required sales reports.

Hiring organization

Marconix Sales Solution Private Limited

Employment Type

Full-time

Job Location

Bangalore City, Bengaluru, India

Base Salary

₹ 20,000 - ₹ 25,000

Date posted

September 21, 2026

Target Customers

The role will primarily focus on acquiring and developing:

- **Hotels**
- **Restaurants**
- **Cafés**
- **Caterers**
- **HORECA businesses**
- **Corporate canteens and cafeterias**
- **Institutional customers**
- **Educational institutions**
- **Hospitals and healthcare institutions**
- **Corporate offices**
- **Hostels and accommodation facilities**
- **Other B2B customers**
- **Food service businesses**

Candidate Requirements

- 1–4 years of experience in **HORECA sales, institutional sales, FMCG sales, food service sales, field sales or business development**.
- Experience selling food products, FMCG products, beverages, consumer products or related products to B2B customers will be preferred.
- Experience dealing with hotels, restaurants, cafés, caterers, canteens or institutional buyers will be an advantage.
- Strong communication, presentation and negotiation skills.
- Ability to identify prospects, generate leads and convert them into customers.
- Comfortable with daily field visits and customer meetings.
- Target-oriented and self-motivated.
- Good follow-up and customer relationship management skills.
- Basic understanding of CRM/mobile sales applications.
- Willingness to travel across Bengaluru for customer meetings.
- Kannada communication skills will be an advantage.
- Two-wheeler and valid driving licence preferred.

Compensation

Salary: ₹20,000 – ₹25,000 per month

Additional Benefits:

- Travel allowance
- Performance-based sales incentives
- Structured incentive plan linked to sales and business performance

What We Are Looking For

We are looking for a proactive **B2B sales professional** who is comfortable meeting customers, developing new business and converting sales opportunities.

Candidates who already have relationships or sales experience within **HORECA, institutional sales, food service, FMCG or B2B markets** will be preferred.

The successful candidate should be comfortable with prospecting, cold calling, customer visits, follow-ups, negotiations, order conversion and achieving monthly

sales targets.

The candidate will be required to travel across Bengaluru for customer meetings and business development activities.

Pay: ₹20,000.00 – ₹25,000.00 per month

Benefits:

- Flexible schedule
- Health insurance
- Paid sick time

Experience:

- Field sales: 3 years (Required)
- HORECA sales: 2 years (Required)
- FMCG Sales: 3 years (Required)
- Food Service Sales: 3 years (Required)

Work Location: In person