Role: Customer Relationship Executive (CRE) – Multilingual
Company: FarmRobo Technologies Pvt Ltd
Location: Patancheru, Hyderabad (Must be open for relocation to Shamshabad)
Languages: Telugu, Hindi/Kannada/Tamil, and English (Read & Speak)
Level of Position: 2-5 Years

About FarmRobo Technologies
FarmRobo Technologies Pvt. Ltd. is a Hyderabad-based Agri-Tech company focused on transforming traditional farming through innovative agricultural automation, robotics, and machinery solutions. Our mission is to improve agricultural productivity, efficiency, and sustainability by empowering farmers and agri-businesses with advanced technology.

Position Overview
We are looking for a proactive and result-oriented Customer Relationship Executive (CRE) to manage the complete customer journey, from lead generation and sales conversion to customer relationship management and post-sales support.

The candidate will be responsible for identifying potential customers, engaging with farmers, dealers, and franchisees, promoting FarmRobo products, generating sales opportunities, closing deals, and maintaining long-term customer relationships.

This role requires a combination of sales ability, customer engagement, communication, and relationship-building skills.

Key Responsibilities
1. Sales & Business Development
- Connect with farmers, dealers, distributors, franchisees, and agri-businesses to promote FarmRobo products.
- Understand customer requirements and recommend suitable agricultural machinery and robotic solutions.
- Explain product features, benefits, pricing, and value propositions to potential customers.
- Follow up with prospective customers, handle enquiries, negotiate, and support sales closures.
- Coordinate product demonstrations, field trials, and customer meetings.
- Achieve assigned sales targets and contribute to business growth.
- Develop and maintain relationships with dealers, channel partners, and potential customers.

2. Customer Relationship Management
- Build and maintain strong relationships with existing and prospective customers.
- Regularly follow up with customers to understand their requirements and purchase plans.

- Maintain customer satisfaction and encourage repeat business, referrals, and new opportunities.
- Handle customer queries, complaints, and concerns professionally.
- Act as a bridge between customers and internal teams to ensure timely resolution.

3. Product Promotion & Customer Engagement

- Educate customers about FarmRobo products, applications, benefits, and usage.
- Participate in agricultural exhibitions, demo events, farmer meetings, and promotional activities.
- Organize and coordinate product demonstrations and customer awareness programs.
- Collect market intelligence, competitor information, and customer feedback.
- Identify new business opportunities and potential markets.

4. Post-Sales Coordination & Support

- Coordinate with service and technical teams for product installation, servicing, and maintenance requirements.
- Follow up with customers after product delivery to ensure a smooth experience.
- Support customers with basic product usage information and maintenance guidance.
- Coordinate customer training, service requests, and issue resolution.
- Monitor customer satisfaction and identify opportunities for additional sales.

5. Reporting & CRM Management

- Maintain accurate customer databases, sales leads, and follow-up records.
- Update CRM systems, Excel sheets, and sales trackers regularly.
- Prepare daily, weekly, and monthly sales and customer interaction reports.
- Track lead conversion, sales pipeline, customer feedback, and sales performance.
- Coordinate with Sales, Marketing, Service, and Management teams.

Required Skills & Competencies

- Strong sales, negotiation, convincing, and customer-handling skills.
- Excellent verbal communication in Telugu and English, with Hindi/Kannada/Tamil as an additional language.
- Ability to interact confidently with farmers, dealers, and rural customers.
- Good lead generation, follow-up, and sales conversion skills.
- Customer-focused approach with strong relationship-building abilities.
- Basic understanding of agricultural machinery, agri-products, or technical products.
- Good problem-solving and coordination skills.
- Basic computer knowledge, MS Excel, Google Sheets, and CRM tools.
- Willingness to travel for customer visits, field demonstrations, and business development activities.

Educational Qualifications

- Graduate degree in Agriculture, Business Administration, Marketing, or any relevant discipline.
- Candidates from other educational backgrounds with relevant sales experience may also apply.

Work Experience

- 2–5 years of experience in Sales, Business Development, Customer Relationship Management, or Customer-Facing Roles.
- Experience in Agri-Machinery, Agricultural Inputs, Automotive, EVs, Industrial Equipment, or Technical Product Sales will be preferred.
- Candidates with experience in dealer management, field sales, and rural customer engagement will have an added advantage.

How to Apply

Interested candidates can share their updated resumes at:

Email: hr@farmrobo.in

Subject: Application – Customer Relationship Executive (CRE)

Join FarmRobo Technologies and be part of the growing Agri-Tech revolution, driving sales, building customer relationships, and transforming the future of agriculture!