

# Hike Education Pvt. Ltd.

## Business Development Manager/Executive (Basis-Educational Qualification)

### Job Profile Details

Placement Cycle	<b>ARKA JAIN University - Placements 2025-26</b>
Job Location	Gurugram, Mumbai, Hyderabad & Jaipur
Date of Visit	NA
Position Type	Full Time
Expected Hires	NA
Sector	Business Development
CTC	INR 618000 - 762000
Category	Level 2 - General
Description	<p>About Company: Hike Education is one of the leading Ed-Tech companies working in association with top B- schools providing support and assistance to the working professionals offering courses by the associated Universities. The aim is to bridge the gap between aspiring professionals and B- schools to help them pursue higher education and level up their career paths. Department - Sales (Growth &amp; Revenue)</p>

### JOB TITLE AND KEY RESPONSIBILITIES AREAS

Business Development Manager /Executive (Basis - Educational Qualification).

Sales Conversion: By connecting each day with a minimum of 100 working professionals - our primary target audience, from the database / leads present on the CRM software, you are expected to create a pool of genuine prospects.

Counselling & Guidance: Provide detailed information about the online education programs, including curriculum, benefits, and career outcomes, ensuring prospective students make informed decisions.

Target Achievement: Consistently meet or exceed daily/weekly/monthly sales targets and KPIs (Key Performance Indicators), including connected calls, talk time, and admissions. As observed, this is an End-to-End Sales role wherein you initiate conversations through cold-calling activity and eventually lead them toward final closures. Make

a minimum calls per day (as per the policy) to potential leads/ students/clients from the provided database to ensure a steady pipeline and meet performance expectations.  
 Sales Strategy Execution: Implement sales techniques to maximize lead conversion rates, including effective cold calling, objection handling, and rapport building. Moreover, providing prospective customers with a detailed information about the programs being offered, through telephonic / video - counselling or an in - person meeting, further helps in creating a strong pipeline for the days ahead.

Working Days: Monday to Saturday  
 Office Timings -10:00 AM to 7:00 PM  
 Dress Code

Monday to Friday: Business Formals  
 Saturday : Smart Casuals

\*Candidates can choose upto 2 preferred job locations. However, basis - requirements the final job location will be allocated accordingly.  
 On Job Training Module

**Position Overview:**

As a Business Development Manager/Executive-Trainee, you will be responsible for converting potential leads into enrolled students. You will connect with prospective students and working professionals, understand their educational goals, and guide them through the enrolment process. Your primary role will be to drive admissions by delivering high-quality information, addressing concerns, and demonstrating how our programs align with their personal and professional growth. This is a highly rewarding sales role where you will receive in-depth training and support to enhance your skills in sales, communication, and customer relationship management.

**1 Month Work From Office Training Module**

Degree	PG	B.Tech	UG
Salary	20K	20K	20K

Qualification Criteria Trainee who successfully complete the one-month WFO training

Requalification Criteria Failure to meet the assigned targets during the training period may lead to appropriate consequences, including an extension of the On-the-Job Training (OJT) period.

**Open for Courses**

**- Jain - Arka Jain University Jharkhand**

*BBA*

1. Finance
2. Marketing
3. Human Resource

**B.Com (Hons.)**

- 1. Finance
- 2. Marketing
- 3. Human Resource

**BCA**

- 1. Data Science ( DS )
- 2. Artificial Intelligence ( AI )

**MBA (Semester)**

- 1. Marketing & Finance
- 2. Marketing & Human Resource

**B.Tech**

- 1. Computer Science Engineering

**Eligibility Criteria**

BCA	<i>All students are eligible</i>
B.Tech	<i>All students are eligible</i>
MBA (Semester)	<i>All students are eligible</i>
B.Com (Hons.)	<i>All students are eligible</i>
BBA	<i>All students are eligible</i>
Work Experience Criteria	No work experience based criteria defined yet!
Allowed Genders	[Y] Male students [Y] Female students [Y] Other Genders
Backlogs	Students with backlog(s) not allowed

**Hiring Workflow**

<b>Pre-placement Talk</b>	<i>No Venue/Time specified</i>
<b>Group discussion</b>	<i>No Venue/Time specified</i>
<b>HR interview</b>	<i>No Venue/Time specified</i>

**Additional Info**

No additional information