

# Sheenlac Paints Limited

## Sheenlac Sales Specialist

### Job Profile Details

Placement Cycle	<b>ARKA JAIN University - Placements 2025-26</b>
Job Location	Kerala, Telangana, Andhra Pradesh, Karnataka and Odisha
Date of Visit	NA
Position Type	Full Time
Expected Hires	NA
Sector	NA
CTC	INR 400000
Category	Level 2 - General
Description	<p>About Us:</p> <p>The brand Sheenlac was established in 1962 by Mr. John Peter, and the legacy has been carried forward by Mr. Sudhir Peter in 2014, with the goal to exceed customer expectations through innovative products of high quality. Sheenlac is a ONE-STOP solution for all paint needs. Sheenlac is a 63-year-old company with a revenue of 700+ crore and marching forward with a workforce of around 600+ professionals as the core strength of the Company. Sheenlac is an organization of professionals with a rich heritage of delivering ideas, innovation and trusted solutions to the ever evolving paints-and-finishes market. Be it wood, interiors, decorative, architectural, industrial or automotive, Sheenlac s extensive range of high-quality products are testaments for value, applicator comfort, end-user delight and iconic finishes. Sheenlac takes pride in its empowered workforce and are committed to the principles of sustainability at every step. Sheenlac s journey continues seeking to fly higher and constantly push the boundaries in developing world-class solutions that balance the needs of function, application, aesthetics and the environment in all aspects.</p> <p>Role Overview</p> <p>As a Sales Specialist at Sheenlac, you will be responsible for driving product sales, building and maintaining strong dealer/distributor networks, and achieving revenue growth in your assigned territory. This role demands market knowledge, relationship management, and execution of sales strategies to strengthen Sheenlacs presence.</p> <p>Key Responsibilities</p> <ul style="list-style-type: none"><li>- Achieve monthly, quarterly, and annual sales targets for</li></ul>

- assigned territory.
- Build and nurture strong relationships with dealers, distributors, retailers, and key stakeholders.
  - Conduct product demonstrations and training for channel partners and customers.
  - Expand market reach by identifying new business opportunities and onboarding dealers.
  - Ensure visibility of Sheenlac products through effective merchandising and display strategies.
  - Monitor competitor activities, market trends, and provide insights for strategy formulation.
  - Coordinate with the marketing team for promotional campaigns and customer engagement activities.
  - Track receivables and ensure timely collection of payments.
  - Submit periodic sales reports, forecasts, and pipeline updates to management.

For queries contact Mr. Ashish: 8884533815

## Open for Courses

### **- Jain - Arka Jain University Jharkhand**

#### *MBA + PGDM*

1. Finance & Financial Management
2. Human Resources

#### *MBA (6 Semesters)*

1. Finance & Financial Management
2. Finance
3. Human Resources

#### *MBA (Semester) + BA*

1. Human Resources

#### *MBA (Semester) + MBA*

1. Human Resources

#### *MBA (Semester)*

1. Business Administration & Management
2. Finance
3. Human Resources
4. Commerce
5. Finance & Financial Management
6. Marketing
7. Marketing & Sales
8. Marketing & Finance
9. Marketing & Human Resource

#### *P.G.D.M (2 Year)*

1. Marketing

MBA

1. Human Resources

2. Finance & Financial Management

3. Finance

4. Business Administration & Management

5. Commerce

6. Marketing

7. Accounting

8. Marketing & Sales

9. Marketing and Finance

MBA (Semester) + MBA (Semester) + MBA (Semester)

1. Finance & Financial Management

MBA (Quarters)

1. Marketing

## Eligibility Criteria

MBA (Semester) + BA

*All students are eligible*

P.G.D.M (2 Year)

*All students are eligible*

MBA (Semester) + MBA (Semester) + MBA (Semester)

*All students are eligible*

MBA

*All students are eligible*

MBA + PGDM

*All students are eligible*

MBA (Semester) + MBA

*All students are eligible*

MBA (6 Semesters)

*All students are eligible*

MBA (Quarters)

*All students are eligible*

MBA (Semester)

*All students are eligible*

Work Experience Criteria

No work experience based criteria defined yet!

Allowed Genders

Male students

Female students

Other Genders

Backlogs

Students with backlog(s) not allowed

## Hiring Workflow

### Resume shortlisting

*No Venue/Time specified*

## Additional Info

No additional information