

## Intern / Job Applicant Statement of Position Application

To,

Filiu Enterprises Pvt Ltd

Re: Application acceptance of the job role, terms of consideration, with application consideration request

*\*This application must be hand filled using a blue pen . Do not use ChatGPT/Google to fill inauthentic responses.*

Dear Human Resources Staff Management,

**Position Type:** FULL TIME Intern  / FULL TIME ASSOCIATE

**Work Period:** Monday – Saturday

**Work time:** 9:00 AM to 6:30 PM

**Position Title Applying for:**  Junior Business Development Executive (10 work day probation, if accepted unconditional 25,000 base pay )

**Position Title Applying for:**  Senior Business Development Executive (No Probation, acceptance is final on day 1)

I \_\_\_\_\_ [Applicants full name] wish to apply for the above-mentioned position at Filiu Enterprises Pvt Ltd. My WhatsApp number is: \_\_\_\_\_ and Email ID: \_\_\_\_\_.

Please fill the following paragraphs *\*must be hand filled using a blue pen .*

I like sales / marketing / customer engagement / business development because

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I have the following relevant skills and knowledge I acquired [name internships, training, certificates, competitions and college courses where you acquired these]

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Based on my reviewing of Filiu Enterprises Pvt Ltd website [www.filiumenter.com](http://www.filiumenter.com) I know the company provides the following products and services

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**Section 1: Please select one of the 4 words that describes the Authentic you best by circling or underlining it clearly.**

#	A	B	C	D
1.	Restrained	Forceful	Careful	Expressive
2.	Pioneering	Correct	Exciting	Satisfied
3.	Willing	Animated	Bold	Precise
4.	Argumentative	Doubting	Indecisive	Unpredictable
5.	Respectful	Out-going	Patient	Daring
6.	Persuasive	Self-reliant	Logical	Gentle
7.	Cautious	Even-tempered	Decisive	Life-of-the-party
8.	Popular	Assertive	Perfectionist	Generous
9.	Colorful	Modest	Easy-going	Unyielding
10.	Systematic	Optimistic	Persistent	Accommodating
11.	Relentless	Humble	Neighborly	Talkative
12.	Friendly	Observant	Playful	Strong-willed
13.	Charming	Adventurous	Disciplined	Deliberate
14.	Restrained	Steady	Aggressive	Attractive
15.	Enthusiastic	Analytical	Sympathetic	Determined
16.	Commanding	Impulsive	Slow-paced	Critical
17.	Consistent	Force-of-character	Lively	Laid-back
18.	Influential	Kind	Independent	Orderly
19.	Idealistic	Popular	Pleasant	Out-spoken
20.	Impatient	Serious	Procrastinator	Emotional
21.	Competitive	Spontaneous	Loyal	Thoughtful
22.	Self-sacrificing	Considerate	Convincing	Courageous
23.	Dependent	Flighty	Stoic	Pushy
24.	Tolerant	Conventional	Stimulating	Directing

**Section 2: Please answer the following questions on Personal Values & Beliefs:**

Question	Tick Mark (YES)	Tick Mark (NO)	Your signature to guarantee information is not false.
I am an honest person			
It is good to lie if I can make more money by lying			
I am an Indian and want the world to see me with respect, because I respect having high morals.			
My religion taught me to be honest (mark no if you don't have a religion or it does not)			
I am a religious person and follow my faith with honest heart because I feel God exists and is good and wants me to be a good person in everything I do.			
My mother taught me to not tell a lie or deceive others.			
My father taught me to not tell a lie or deceive others.			
India is a great country and I want to uphold respect for the country by behaving honorably at all times.			

Doing what I promise is my value			
I respect myself			
I feel everything thing I say is honest, I don't speak without thinking first			
I am honest all the time, I think well before I speak			
I don't like to work with other people because I am superior than everyone			
I respect other people, their time, money, and their life			
I respect time, because life is made up of time			
I am punctual all the time and this is an important value for me			
I am reliable			
I am dependable			
I do not lie under any circumstance			
I respect my elders			
I respect my peers			
I respect my juniors			
I don't care about others as long as I have food to eat and a free place to stay			
I have no interest in improving my mind and personality			
I break other peoples trust because I don't care			
I don't think hard work is important			
I don't care about other people's time and effort			
I like to use others for my interests and then move on without caring because I don't care about anyone.			
Its okay to be dishonest at times and get rich quick.			
I am better than everyone who ever lived.			
I am better than my elders because they don't know anything.			
It is disrespectful to be late.			
I don't know what loyalty means.			
I don't know what respect means.			
Cheating others is smart			
Cheating others makes me happy			
I feel guilty when I am honest and don't cheat			
Punctuality is for losers I don't care about time.			
I am waiting to be richer than everyone by any means necessary.			

**Section 3 I submit my exact and accurate skill as follows:**

Skill Name/ Skill Number	I learnt it in Month, Year	Number of years I have used this skill	Number of projects where I used this skill	Your signature to guarantee information is not false.
Michael Porters 5 Force based industry analysis.				
Philip Kotler 4Ps based product / service analysis.				
Sales Reports				

Verbal Sales Skills				
Written Sales email Skills				
Social Media Lead Search				
Internet Based lead Search				
Networking with Customers				
Selling Techniques				
Quotation and Sales Closure				
Repeat Sales Management				

Business Reading and comprehension

Read the following section and answer the following after the text.

**Niche Sales Strategy: A Complete Guide**

In today’s increasingly competitive business landscape, it can be difficult for companies to stand out and differentiate themselves from their competitors. One way that companies can do this is by implementing a niche sales strategy.

A sales niche is a specific area of focus or specialization within the broader field of sales. It can refer to a particular product or service, a specific market or industry, or a particular customer demographic.

A niche sales strategy is a plan or approach that is tailored to target a specific sales niche.

An example of a niche sales strategy might be a company that specializes in selling eco-friendly products to customers who are environmentally conscious. This niche sales strategy would involve targeting marketing efforts towards environmentally conscious consumers, highlighting the eco-friendly nature of the products, and potentially partnering with organizations or businesses that share similar values. Another example might be a company that specializes in selling high-end, luxury products to wealthy individuals, and targeting marketing efforts towards that specific demographic.

The importance of a niche sales strategy lies in its ability to help a company differentiate itself from competitors and potentially gain a competitive advantage. By focusing on a specific niche, a company can identify and target a specific group of customers or a specific market segment that is likely to be interested in its products or services. This can help the company build a loyal customer base and establish itself as a leading provider in its niche.

The benefits of a niche sales strategy include:

1. **Greater focus:** By focusing on a specific niche, a company can be more strategic and efficient in its sales and marketing efforts, rather than trying to appeal to a broad audience.
2. **Higher conversion rates:** A well-defined niche sales strategy can help a company understand the needs and preferences of its target customers and tailor its sales approach to better meet those needs. This can lead to higher conversion rates and more successful sales.
3. **Increased loyalty:** By targeting a specific group of customers and meeting their needs in a personalized way, a company can build loyalty and create long-term relationships with its customers.
4. **Competitive advantage:** By focusing on a specific niche, a company can differentiate itself from competitors and establish itself as a leading provider in its niche.

There are several steps that can be followed when determining a niche sales strategy:

1. **Identify the target customer demographic:** This includes understanding the characteristics and needs of the customers in the target niche.
2. **Define the unique selling proposition (USP):** This involves identifying the unique benefits and value that the company’s products or services offer to customers in the target niche.
3. **Research the competition:** This includes understanding the products or services that competitors in the target niche are offering, as well as their pricing and marketing strategies.

4. Develop targeted marketing efforts: This includes creating marketing materials and campaigns that are tailored to the specific needs and preferences of the target customer demographic.
5. Identify potential partners: This might include partnering with other businesses or organizations that share similar values or serve similar customers.
6. Implement targeted sales approaches: This might involve tailoring the sales pitch and sales process to better meet the needs and preferences of the target customer demographic.

There are many types of sales niches, and the specific niche that a company chooses to focus on will depend on its products or services and the target customer demographic. Some examples of sales niches might include:

1. A specific product or service, such as eco-friendly products or high-end luxury goods.
2. A specific market or industry, such as the healthcare or technology sector.
3. A specific customer demographic, such as young professionals or seniors.

A sales strategic plan is a plan that outlines the specific strategies and tactics that a company will use to achieve its sales goals. It might include information about the target customer demographic, the unique selling proposition (USP) of the products or services, marketing and sales efforts, and key performance indicators (KPIs) for measuring success.

There are several general ways that a company can increase sales:

1. Expand the customer base: This might involve targeting new market segments or customer demographics.
2. Increase customer retention: This might involve improving the customer experience, offering loyalty programs, or implementing upselling and cross-selling strategies.
3. Increase the average transaction value: This might involve offering bundle deals or upselling higher-priced products or services.
4. Increase the frequency of purchases: This might involve implementing a customer loyalty program or offering regular promotions or discounts to encourage repeat purchases.

To create a niche sales strategy, a company must identify a specific market segment that is not being well served by existing products or services. Once the target market has been identified, the company can research the characteristics and needs of the customers in the niche, as well as the competitors and market conditions in the niche. The company can then define the unique selling proposition (USP) of its products or services, and develop a marketing plan to reach and educate potential customers. The company can also identify sales channels and set specific goals and key performance indicators (KPIs) for the sales efforts. Finally, the company should regularly monitor and adjust the strategy to ensure that it remains relevant and effective.

A sales strategist is a professional who is responsible for developing and implementing sales strategies and tactics. They may be responsible for analyzing market trends and customer data, identifying target customer segments, and developing marketing and sales plans to achieve the company's sales goals.

A sales approach is a specific plan or strategy that is used to sell products or services to customers. It can include elements such as the sales pitch, the sales process, and the sales techniques that are used to persuade potential customers to make a purchase. A sales approach might be tailored to a specific customer demographic or target market, and it may be adjusted based on the needs and preferences of the customer.

A niche sales strategy is a plan or approach that is tailored to target a specific sales niche, which is a specific area of focus or specialization within the broader field of sales. It can refer to a particular product or service, a specific market or industry, or a particular customer demographic. A niche sales strategy is focused on identifying and targeting a specific group of customers or market segment that is likely to be interested in the products or services being offered.

A sales tactic, on the other hand, is a specific action or approach that is taken as part of a broader sales strategy. Sales tactics can include things like the sales pitch, the sales process, and the sales techniques that are used to persuade potential customers to make a purchase.

Niche segmentation strategy is a marketing strategy that involves identifying and targeting a specific market segment or customer demographic within a larger market. This can involve identifying the characteristics and needs of the target segment, developing marketing and sales efforts that are tailored to that segment, and potentially creating specialized products or services to meet the needs of the target segment.

The main difference between niche sales and mass selling is the focus of the strategy. Niche sales strategies are tailored to target a specific group of customers or market segment, while mass selling strategies are designed to appeal to a broad audience or market. Niche sales strategies can be more effective for companies that offer specialized products or services, as they allow the company to focus on meeting the specific needs of its target customers. Mass selling strategies, on the other hand, may be more suitable for companies that offer more general or widely appealing products or services.

*\*Must be hand filled using a blue pen .*

What is sales niche?

What is a sales strategic plan?

What is an example of niche sales strategy?

What is niche segmentation strategy?

What is a sales approach?

What is niche sales strategy?

What are 4 general ways to increase sales?

What is the importance of niche sales strategy?

What is the difference between niche sales strategy and sales tactic?

What is the difference between niche sales and mass selling strategy?

What is the benefit of niche sales strategy?

What is a sales strategist?

How to create a niche sales strategy

What are the types of sales niche?

What is the method for determining niche sales strategy?

What method would you use to determine sales niche strategy for website development services?



Based on the reading list the top three niches that you identify for selling Website development services.

Apply your knowledge of Philip Kotler's 5 force model and show the market condition for website development services.

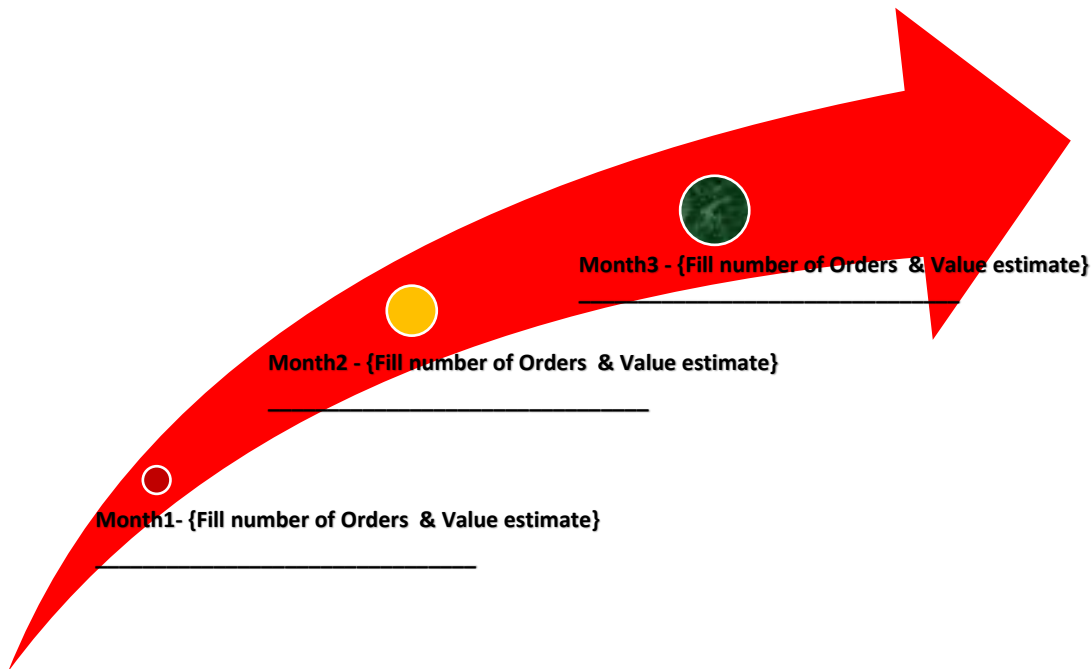
Apply your knowledge of Michael porter 5 force model and make a winning 4P Strategy for website development services.



Based on my level of experience and skill I prefer to join Filiium Enterprises Pvt LTD as a Business Development Executive where I would be compensated as:

Compensation Model Name	Base Pay	Commission	Break down based on how you prefer and see fit in blocks of first 3 months, next 3 months and the next three months from the time you join. Please write in numbers your pay expectation in the relevant box
Learner ( <i>Learns on the Job, typically low close rate, typically an intern or fresher</i> )	Low	High	
Intermediate ( <i>Has some experience but can rapidly fit into the role, typically low close rate but increases rapidly</i> )	Mid-level	Mid	
Skilled ( <i>Has ample experience and a book of business i.e. existing clients, sales channels, and industry connections, typically efficient with creating early wins, and building steady book of business</i> )	High	Low	

Please project, if provided the opportunity to sell Filiium Enterprises Pvt LTD web development services, how many contracts for small to large size accounts you will be able to bring on the following timescale:



Please sign here to confirm the above estimates are your most realistic estimates based on calculated numbers based on research, experience and factually data/ reasoning: \_\_\_\_\_ {sign here}. You will be asked to provide specifics during interview.

The company sets the base monthly target for each intern as 2,00,000 in invoices that the intern should be able to achieve and the base pay is 25,000/month.

I agree that failing to meet the minimum sales order criteria the Company reserves the right to pro-rate and withhold the balance of my base pay directly proportional to the Percentage of minimum sales order target i.e. if I succeed to achieve the minimum sales order target as defined above, I will receive my full Base Pay as per monthly payroll schedule. However, if I do not achieve the minimum sales target, I accept that the company will withhold the pay proportional to the percentage of under achievement. i.e. if I achieve only 50% of sales, the base pay of 50% will be withheld and paid only after I make up for the underachievement in the next

month. I accept the company does not compensate for underachievement, while always willing to compensate for the minimum achievements, even when delayed due to my inability to meet the set minimum targets.

I also accept the company's policy to pay additional commissions only if the minimum sales target is achieved, underachievement will result in no additional commissions payable. However, **when the sales targets are exceeded**, the company will provide **sales bonuses as follows**:

Bonus Level/ Certificate	Bonus Calculation	Achievement Milestone	Achievement Certificate
CONGRATULATORY BONUS	1% of the invoiced value	Reached 100% of minimum target achieved	N/A
◆ SKILLED	3.5% of the invoiced value	Crosses 150% of minimum target achieved	N/A
◆ PROFESSIONAL	4.5% of the invoiced value	Crosses 200% of minimum target achieved	N/A
◆ PROMISING	5% of the invoiced value	Crosses 300% of minimum target achieved	N/A
◆ Rising Star	10% of the invoiced value	Crosses 500% of minimum target achieved	Certificate
◆ Runner up	12.5% of the invoiced value	Crosses 1000% of minimum target achieved	Certificate
◆ High Performer	15% of the invoiced value	Crosses 1500% of minimum target achieved	Certificate

**Actual Pay calculation work sheet: Please answer the following questions based on the above section. Please calculate based on above and fill this (25,000 Base Pay + Commission).**

Your Target set at 10 sales orders per month	Value of each Invoice	Number of sales you actually close (Invoiced/Payment received from customer)	Your Pay (Calculate & Write Below)	Would You get a certificate? (YES/NO)	Do you Accept this pay as calculated ONLY YES or leave EMPTY
10 Sales Order	10000 rs (Plus GST)	10 sales orders			
10 Sales Order	10000 rs (Plus GST)	15 sales orders			
10 Sales Order	10000 rs (Plus GST)	20 sales orders			
10 Sales Order	10000 rs (Plus GST)	50 sales orders			
10 Sales Order	10000 rs (Plus GST)	100 sales order			
10 Sales Order	10000 rs (Plus GST)	150 sales order			

### Full Time Job Conversion Methodology

A candidate should be able to achieve one of the certificate level performances during the internship prior to be considered to be converted as a full-time employee. The full-time role has a starting 4LPA to 8 LPA as per below. Management periodically sets goals for each team member and the team collectively.

Bonus Level/ Certificate	Bonus Calculation	Achievement Milestone	Full Time Pay Slab
◆ Rising Star	5% of the invoiced value	Crosses 500% of minimum target achieved	4 LPA
◆ Runner up	7.5% of the invoiced value	Crosses 1000% of minimum target achieved	6 LPA
◆ High Performer	8.5% of the invoiced value	Crosses 1500% of minimum target achieved	8 LPA

Final Section: Non-Disclosure, disclaimer, and intent to apply to be a payroll employee {Applicant} at Filiium Enterprises Pvt Ltd {Company}.

I hereby grant Filiium Enterprises Pvt Ltd., the right to perform necessary credential validations and am requesting to be interviewed for the given position. I also agree to hold Filiium Enterprises Pvt Ltd company information, shared during interview, all documentation, processes, payroll, salary, benefits, company intellectual property, designs, products, business models, and all shared information as confidential and thereby not sharing either verbally or any other way with a third party without the written approval from Filiium Enterprises Pvt Ltd. Doing so is a breach of trust and legal contract between the two parties and will lead to irreparable damages to the Company for which the Company reserves the right to pursue legal action against anyone breaching this contract. I also confirm that I have read the job description and intend to join the company as per position offered and intend to uphold and perform the duties as per the job description and requirements of the Company upon hiring. **Candidate Signature { \_\_\_\_\_ }**

*Disclaimer:* This application does not indicate that the applicant shall be selected for the position and the Company and its managers reserve the right to select, hire, and fire based on company policies and methods of evaluating the suitability of a candidate.

Enclose: Candidate Resume and Complete and submit via email to [hr@filiumenter.com](mailto:hr@filiumenter.com) and WhatsApp  at +91 - 639 908 0727

**Name of Candidate:** \_\_\_\_\_ [First, Last Name] **PAN Card:** \_\_\_\_\_ [Last 4 digits]

**Signature of Candidate:** \_\_\_\_\_ [in acceptance of all of the above]

**Date of Application:** \_\_\_\_\_ [Date], \_\_\_\_\_ [Month], 2024

DO NOT WRITE BELOW THIS LINE

**COMPANY APPROVAL (For internal use only by company staff only): (APPROVED / DENIED / REVIEW REQUESTED )**

**Void without FILIUM ENTERPRISES PVT LTD company seal with manager name + signature to submit for approval.**

### **Job Description:**

The primary reason this position has been opened is to increase the sales revenue and customer count of the Filium Enterprises' web development / internet commerce project services segment to deliver maximum impact to the customer business. The key responsibility of the hired intern or professional is to have a direct impact on the segments' revenue and customer count. Therefore, the job is described as follows:

1. Find high quality leads on a daily basis from within entrepreneur community nationwide and small to medium sized businesses who have a desire to build their brand image online via an exclusive website.
2. Complete assessment and planning documentation and analysis with new leads on a daily basis.
3. Select the highest impact projects and submit invoice to lead for advance payment to kick off the project.
4. Gather detailed requirements and content for the leads website and submit it to engineering team.
5. Perform final demo and request payment before official release to customer.
6. Engage in high target planning and activities on a daily basis and report the outcomes to team lead/management on a daily basis (typically every 4 hours) since this is a work from home remote role.

### **Skill Set To be Proved during early days:**

1. Effective lead identification skills, finding meaningful business opportunities, niche, and segments to maximize quality sales results.
2. Effective verbal / telephonic communication skills to engage and complete customer sales buy-in immediate willingness to pay for project invoice and coordinate requirement submission to engineering team in an organized and efficient manner.
3. Ability to operate at high volume sales successes by organizing, approaching and convincing a wide array of prospects into buying Filium Enterprises Managed Services Agreement and realizing maximum impact for customer.
4. Ability to be consistent, close business daily, and compound sales activities while showing leadership skills to align with current leadership demands and lead team growth.

### **Core Characteristics Required for success:**

1. High self-belief
2. Independent – self starter with highly aggressive approach to sales success
3. Ability to communicate and an extrovert or an introvert with high quality conversational and consultative skills.
4. Ambition to outperform previous set standard and display “beyond” thoughts and activity.

### **Skills that may benefit:**

1. Microsoft Office – Power point, MS word, MS Excel for Proposals, Reports and documentation.
2. Tools that allow Graphics / brochure / other asset creation at high speed to adjust to business requirements.
3. Self-discipline, punctuality via effective time management, objective goal achievement process orientation.