



NOTICE: TRAINING PLACEMENT & ALUMNI CELL

Ref: GITM / T&P / 2025-26/242

Date: 27 July 2026

Sub: Campus by Lenskart

Attn: BTech (all branches) - 2027 Batch

JOB DESCRIPTION

Designation: Fashion Consultant (Assisted Sales)

Process: Assisted Business

CTC: 3.5 Lpa + Attractive Incentives

Shifts: Rotational Shifts

Job Brief

As a Fashion Consultant at Lenskart, you are the face (and voice) of our personalized eyewear experience. Your mission is to transform how customers see the world—and how the world sees them. Using your keen eye for style and expert product knowledge, you will guide customers through our diverse collections via phone and chat, turning inquiries into sales and first-time buyers into lifelong fans.

This is a high-energy, target-driven role where your ability to build rapport and close deals directly impacts the growth of India's leading eyewear brand.

Primary Responsibilities

Consultative Selling: Proactively assist customers on telephonic and chat platforms to understand their style preferences and vision needs.

Drive Revenue: Consistently achieve and exceed monthly Sales Targets (AOV, Conversion Rate, and Revenue).

Style Expert: Stay updated on the latest eyewear trends to provide expert "look" recommendations that align with Lenskart's fashion-forward image.

End-to-End Ownership: Manage the customer journey from initial discovery to final payment, ensuring a seamless checkout experience.

Quality Assurance: Maintain high standards of communication and documentation within dialers and CRM software.

Customer Advocacy: Resolve customer queries and objections with empathy and precision, ensuring a 5-star service rating.

Key Performance Indicators (Targets)

Daily/Monthly Sales Quotas: Total revenue generated.

Conversion Rate: Percentage of leads turned into successful orders.

Average Order Value (AOV): Upselling premium lenses and frames.

Customer Satisfaction (CSAT): Quality of interaction and post-call feedback.

Communication: Exceptional verbal and written communication skills; ability to "sell the vision" over a call.

Tech Savvy: Comfortable working with CRM tools, cloud-based dialers, and multi-window chat platforms.

Persistence: A "never-give-up" attitude with a proven track record of hitting numbers in a fast-paced environment.

Flexibility: Ability to adapt to shifting sales strategies and work during peak business hours.

CC to:

Hon'ble Chairman Sir, for kind information

Director – Coordination & Planning

Director-GITM

Director-Administration

HOD CS IT EC EE ME CE BT

Notice Board

TPO-GGI