

Designation	Senior Sales Manager – SaaS and AI Tech Sales - APAC
Business Unit	Sales and Business Development
Location	Mumbai
Experience	7+ Years
Qualification	Master’s degree in business or related field

About Us

Prime Focus Technologies (PFT) is the technology subsidiary of Prime Focus, the global leader in media and entertainment industry services. PFT brings together a unique blend of Media and IT skills backed by a deep understanding of the global media and entertainment industry.

Prime Focus Technologies (PFT) is the creator of CLEAR® and CLEAR®AI. CLEAR® is an award-winning Hybrid Cloud-enabled Media ERP Suite that automates the content supply chain and builds a connected enterprise. It offers streaming platforms, studios, and broadcasters transformational AI-led technology and media services powered by the cloud that help them lower their Total Cost of Operations (TCOP) by automating their content supply chain.

PFT works with major companies like Walt Disney-owned Star TV, Channel 4, ITV, Sinclair Broadcast Group, A&E Networks, Warner Media, PBS, CBS Television Studios, 20th Century Fox Television Studios, Lionsgate, Showtime, HBO, NBCU, TERN International, Disney+ Hotstar, BCCI, Indian Premier League and more.

Prime Focus is listed on the NSE and BSE in India. For more information visit:

www.primefocustechnologies.com

Who should apply?

- If you're a senior sales professional who wants to carve out a niche in deep technology and AI sales, this opportunity is just for you. We're looking for sharp, energetic, and ambitious sales professionals who are keen to grow in a fast-paced organization helping customers in implementing SaaS solutions that transform the status quo for customers, driving scale and efficiencies.

Job Description

This senior sales role focuses on developing a strategic engagement that results in transformational opportunity creation and progression throughout the sales engagement life cycle. This includes: creating a customer aligned vision, engaging directly with the customers business leaders driving discovery across all media operations, developing and articulating at all levels the business solution, developing a winning strategy and managing through to closure, creating and communicating value proposition to CxO level, and with our considerable resources (Deal management, legal, approvals etc) to create an optimal commercial structure and negotiating to completion.

You'll execute go-to-market strategies and pursue business development, direct sales & indirect channel strategies as applicable. You'll be responsible for building, managing, and developing the technology clientele; creating a methodical, data-driven sales process; filling and driving the sales pipeline, and closing enterprise-level deals across APAC.

You should be able to manage a large pipeline, providing personal attention to each customer, nurture through various stages of sales cycles.

Detailed Role Description

- Drive sales, aggressively expand the customer base and generate new revenue for our SaaS product line – CLEAR, and our AI product line – Vision Cloud
- Sell PFT SaaS and AI offerings to enterprise customers, acquire new customers and increase share of wallet of existing customers, in order to achieve the allocated sales targets



- Participate & proactively contribute in sales reviews by updating key stake holders on the business plan, execution and status
- Create strategic and tactical plans for new business development and lead the extended team in following these plans to maximize revenue and growth. Provide constructive inputs to marketing and business development teams as appropriate
- Responsible for providing an annual Sales Plan and providing quarterly updates, revisions and modifications to the Plan. Responsible for coordinating the specific objectives of the Sales Plan with all of the functional departments of the company.
- Meeting Sales Goals, Negotiation, Selling to Customer Needs, Sales Planning, Building Relationships, Managing Processes, Market Knowledge
- Coordinating, following up and reviewing the implementation of the sales and marketing plan
- Manage customer opportunities, supporting through the sales lifecycle,
- Build and maintain strong relationships with senior executives at existing and potential customers
- Work with internal team members to ensure successful onboarding and implementation process

REQUIREMENTS AND QUALIFICATIONS:

- 7+ years of experience in B2B/Enterprise software sales with an emphasis on SaaS sales
- Experience in deep technology SaaS sales, experience in managing entire sales value including Business Development and Direct Sales preferred
- Strong track record of delivering sales outcomes
- Experience with inside and field sales, new logo acquisition
- Passion, drive, and the desire to be a part of a growing team that makes a difference for both the company and our customers.
- Exceptional in-person, verbal, and written communication skills and must be comfortable presenting alone in front of large groups
- Ability to work in an entrepreneurial work environment
- Master's degree in business or related field