

Sales Manager / Business Development Lead

Incubators Global, Chennai

An opportunity to spearhead our new channel sales team on behalf of the Sonasoft Corporation. Manage, mentor and grow a new team of Sales Executives, define sustainable department processes & strategies to ensure team success and the appropriate metrics to measure it. Initial product lineup will be Sonasoft's email archival solution, but will eventually grow to include additional products and clients. Associated ramp-up of sales operations are expected to follow suit; this will be achieved through recruitment, revised sales & partner management strategies

Responsibilities:

- Coordinate with Sonasoft to create and execute business plans to meet sales goals.
- Analyze market trends and accordingly develop sales plans to increase brand awareness.
- Evaluate Sonasoft sales performance and recommend improvements.
- Develop positive working relationship with Sonasoft to build business.
- Identify, recruit and on-board new channel partners that compliment existing Sonasoft product lineup.
- Manage sales pipeline, forecast monthly sales and identify new business opportunities.
- Stay current with latest developments in marketplace and competitor activities.
- Deliver customer presentations and attend Sonasoft sales meetings as required.
- Recruiting, training and mentoring Sales Executives to effectively sell partner products and services.
- Monitor development and performance of Sales Executives. Define individual and team goals. Empower team to achieve and surpass set goals.
- Perform sales duties when working with key client accounts.

Education/Experience:

- 6 - 8 years of channel sales experience in a business-to-business sales environment. 2 or more years as a manager or assistant manager of a channel sales team.
- Four year undergraduate degree required. MBA in Sales, Brand, Business Process, Customer Relations or Marketing management streams preferred.
- A track record with evidence of team exceeding sales targets and the ability to build successful customer relationships.
- Self-motivated and possess a competitive, results-driven attitude.
- Strong interpersonal & leadership skills and the ability to work well with own team as well as collaborate with other areas of the business\partner's business.
- Affinity to computer technology and IT-related knowledge. A good level of technical understanding with enthusiasm for new technology and its commercial uses
- Stamina, resilience and the ability to work well under pressure
- Articulate and confident presentation and communication skills.
- Time-management skills and the ability to prioritise
- Attention to detail