



Job Title: Director/Sr. Sales Manager – B2B SaaS (Banking & Insurance)

Current Experience: 10+ years of Sales with last 5+ in BFSI/FinTech

Location: Bangalore

Job Type: Full-Time

Past Orgs / reference for candidates - SAP, other ERP solutions into Banks and BFSI, for Financial Management tools. People who have done High end portfolio management software sales or consulting.

About Us:

ProHance, is **Crys Capital owned global** workforce management platform, offers real-time operational visibility and insights to help enterprises optimize workforce productivity and maximize digital investments.

Our platform enables clients to achieve significant business outcomes through advanced, customizable workflow solutions and actionable analytics, empowering them to become leaner, more agile, and customer-centric. Since 2009, ProHance has supported over 370,000 users across 175 enterprises in 25 countries.

Key Responsibilities:

- **Drive Sales Growth:** Lead the sales strategy for the B2B SaaS platform, targeting banks and insurance firms across India. Achieve and exceed revenue targets through new customer acquisition and account expansion.
- **Market Research & Strategy:** Comes with Banking/BFSI experience and leverage that to identify and position against the client needs, and competitive landscape. Develop tailored value propositions for financial institutions.
- **Client Relationship Management:** Build and maintain strong relationships with key stakeholders at banks and insurance firms, including C-level executives, decision-makers, and influencers.
- **Sales Presentations & Demos:** Has experience in doing software / product Demos's - Conduct high-impact presentations and product demonstrations that align with the client's pain points and needs, showcasing how our SaaS platform can drive value.
- **Contract Negotiation:** Lead negotiations with clients to close deals, ensuring mutually beneficial agreements while adhering to company pricing and terms.
- **Cross-functional Collaboration:** Work closely with marketing, product, and technical teams to ensure that customer feedback is integrated into product

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development and that sales efforts are supported by strong marketing initiatives.

- **Pipeline Management:** Maintain a healthy sales pipeline, using CRM tools to track leads, opportunities, and client interactions. Provide regular forecasts and reports to senior management.
- **Industry Knowledge & Networking:** Stay up to date with regulatory changes, technological advancements, and industry-specific challenges in the banking and insurance sectors. Represent the company at industry events and networking opportunities.

Qualifications & Skills:

- **Experience:** Min 5-8 years of experience in B2B SaaS / Software sales, with a strong track record of selling into the financial institutions (banks, insurance firms, or fintech).
- **Industry Knowledge:** Deep understanding of the Indian banking and insurance industries, including regulatory frameworks, technology adoption trends, and operational challenges.
- **Sales Expertise:** Proven experience in end-to-end sales processes, from lead generation to closing deals. Strong negotiation skills and the ability to navigate complex sales cycles.
- **Communication & Presentation Skills:** Excellent verbal and written communication skills, with the ability to deliver persuasive presentations to senior stakeholders.
- **Technical Aptitude:** Comfortable with SaaS platforms, cloud-based solutions, and the ability to understand and explain technical concepts to non-technical audiences.
- **Education:** Bachelor's degree in Business, Marketing, Finance, or related fields. MBA preferred but not mandatory.
- **CRM Proficiency:** Experience with CRM software (e.g., Salesforce, HubSpot) to manage pipelines and report on sales performance