Job Description –Sales Manager

Company – Innefu Labs Pvt. Ltd.

Role: Sales Manager - Central Govt & Defense

Reporting To: Vice President – Sales & Marketing

Location: Delhi.

Company Description

We are a Series A Funded New Age Information Security & Data Analytics Company and we take pride in the fact that we have been delivering value to our customers with our innovative offerings and helping them adopt a variety of our security solutions that are based on cutting edge technologies like Artificial Intelligence, Predictive Intelligence, Facial Biometrics and so on.

We are among the top 5 Cyber excellence companies globally (Holger Schulze awards) and have won similar recognitions at National and International arenas.

To our credit, more than 100 customers in India already trust us and the list is only growing. Exciting things are happening at Innefu and we are all game for a big leap forward.

Role Overview

The Quota Carrying Sales Manager (IC Role) will identify business opportunities by developing new prospects and interacting with existing customers to increase interest and qualify leads for closure. He/She will have a keen understanding of Innefu's product offerings, and the ability to close large value deals. He/She should be able to communicate our value proposition to the end customer and be skilled in Solution selling methodologies. As a Sales Manager, he / she will own everything to do with generating new qualified leads into our sales pipeline: strategy, planning, and coordination, partner management, pricing, licensing and closure.

Primary Responsibilities

- Meets or exceed sales and product objectives as assigned
- Work strategically with the management to deliver forecasts, identify trending opportunities/challenges, and provide recommended solutions
- Effectively qualify leads and identify prospect needs, engaging technical resources as required
- Conduct high-level conversations with C level Executives , both within the department / organisation and / or ministries/ decision makers etc to address business needs
- Utilize solution selling techniques to effectively guide sales process to close
- Utilize CRM solution to provide timely and accurate sales activity tracking and status updates
- Resolve client issues in a timely and thorough manner; escalates issues to manager as appropriate.
- Keep informed of product line, competition and industry trends.
- Utilize all social and professional channels to research and engage with prospects
- Work closely with Big 4s , Consultants , VADs, Sis, Resellers
- Document prospect conversations and updates in the system with clear, concise notes
- Be cognizant of every marketing initiatives and use them to effectively increase pipe and revenue and work toward corporate objectives.
- Participate in Weekly cadence calls
- Participate in Events and Activities to represent Innefu at Industry Forums.

Required Experience / Qualifications

- Motivated, competitive individual with a strong aptitude for learning technology
- Met or exceeded quota in a similar field sales role
- Extensive connects within government and partner community. Government customers should include and not limited to Paramilitary Forces, Army, Central Intelligence Agencies, Signal Intelligence, NTRO, DRDO, Central IT Depts.; Revenue Intelligence Agencies etc.
- Strong Account Management Skills
- Excellent
- Ability to comprehend the Innefu product line and to communicate our value proposition to prospects
- Strong Technical knowledge of Enterprise Security Solutions like Access Management, Multi Factor Authentication, Facial Biometrics, Data Analytics, Predictive Intelligence etc.
- Knowledge of commonly used Sales and solution selling concepts, practices, policies and procedures.
- Must interact effectively with all levels of management and staff, internally and externally
- Must be adaptable, professional, courteous and motivated, and must work well individually or as a member of a team
- Excellent Phone, presentation skills, verbal and written communication skills, and interpersonal skills.
- Highly organized and attentive to detail
- Self-starting with solid follow-through and multi-tasking capabilities
- Ability to handle a fast-paced environment and challenging workload
- Highly motivated with a strong desire to succeed
- Relies on experience and judgment to plan and accomplish goals
- 12 years of experience in a similar role, with solid sales track record

Educational Qualification

- Engineering Degree and preferably an MBA.

Travel Required

- Yes 30-40%