

Pre Sales Specialist

Job Role: Pre Sales Specialist

Location: Hyderabad

Desired Experience: MBA Freshers only!

Education: Any Graduate with MBA (Sales & Marketing)

Role Overview

As a Pre-Sales Executive for our SaaS-based product, you will play a crucial role in driving the success of our sales team by engaging with prospective clients, understanding their needs, and effectively presenting our SaaS solutions. Your primary responsibility will be to serve as a key link between our sales and product development teams, showcasing the value of our product to potential customers.

As a Presales Executive, you will be working closely across Sales, Marketing, Product Development and Customer Success Teams. The desirable candidate should have excellent communication and presentation skills.

Key Responsibilities:

- **Customer Engagement –**
 - Ø Initiate and maintain effective communication with potential clients to understand their business challenges and requirements.
 - Ø Conduct product demonstrations, workshops, and presentations to showcase the features and benefits of our SaaS solution.
 - Ø Actively listen to customer feedback and concerns, providing insightful responses and building rapport.
- **Product Knowledge –**
 - Ø Develop a deep understanding of our SaaS product and its capabilities.
 - Ø Stay updated on industry trends, competitor products, and market demands to effectively position our solution in the market.
- **Collaboration with Sales Team –**
 - Ø Work closely with the sales team to create tailored proposals and solutions based on customer needs.
 - Ø Collaborate with internal teams, including product development and marketing, to ensure accurate representation of the product's capabilities.
- **Technical Expertise –**

- Ø Ability to convey technical information in a clear and understandable manner to both technical and non-technical audiences.
 - Ø Collaborate with the product development team to address technical queries and ensure a seamless transition from pre-sales to post-sales support.
- **Lead Qualification –**
 - Ø Evaluate and qualify leads based on predefined criteria, ensuring a focus on high-potential opportunities.
 - Ø Maintain accurate records of customer interactions and transactions using CRM software.
- **Sales Support –**
 - Ø Assist the sales team in preparing and delivering compelling proposals and responses to RFPs (Request for Proposals).
 - Ø Provide input to the development of sales collateral and marketing materials.

Hence, as a Pre-Sales Executive you are expected to do all of the below on a day-to-day basis:-

1. To create and deliver Product Presentations and Demonstrations
 2. Plan sales pitches in accordance with market and competition
 3. A go to person for any Product Demonstrations
 4. Understand customer's needs and create custom presentations meeting their requirements
 5. Work in collaboration with Product Development teams to deliver the Custom Demonstrations
- Liaise with Sales and Marketing teams to handle demand generation activities like customer workshops, road shows etc.,
 - To handle RFX responses and Proposal Preparations
 - Work under pressure in fast-paced environment with minimum monitoring
 - Collaborating with sales leadership to ensure increased conversions

Primary Skills:

- Proven experience or knowledge in pre-sales, sales, or a similar customer-facing role.
- Technical Acumen –
 - Ø Understanding of SaaS concepts and the ability to articulate the technical features and benefits of the product.

Ø Familiarity with APIs, integrations, and other technical aspects relevant to the SaaS product

- Familiarity with APIs, integrations, and other technical aspects relevant to the SaaS product. Ability to quickly adapt to new product features and updates.

- **Excellent verbal and written communication skills** to effectively convey complex technical information in a clear and understandable manner. Active listening skills to comprehend customer needs and concerns.

- **Presentation Skills –**

 - Ø Proficient in delivering engaging and persuasive product demonstrations and presentations.

 - Ø Ability to tailor presentations to different audience levels, from technical teams to C-level executives.

- Sales Acumen –

 - Ø Strong sales instincts with the ability to identify and qualify leads.

 - Ø Understanding of the sales process, from lead generation to closing deals.

- Customer Focus –

 - Ø Customer-centric mind set with a focus on understanding customer requirements and providing solutions that meet their needs.

 - Ø Ability to build and maintain positive relationships with customers.

- Team player with the ability to collaborate effectively with internal teams, including sales, marketing, and product development. Experience working in cross-functional teams.

- Strong analytical and problem-solving skills to address customer concerns and provide effective solutions. Proactive in anticipating and resolving issues during the pre-sales process.

- Ability to adapt to changing priorities and evolving market conditions. Comfortable working in a fast-paced and dynamic environment.

- Stay updated on industry trends, competitor products, and market demands. Use industry knowledge to position the SaaS product effectively in the market.

- Proficiency in using sales tools and CRM software to manage customer interactions, track leads, and measure performance.
- Effective negotiation skills to close deals and address pricing discussions.

Qualifications:

- Any Graduate or MBA Fresher in Business, Sales and Marketing, or a related field
- Working knowledge on various tools like MS Office- Excel, Word, PowerPoint, Visio, Lucid Charts etc.