



## **Job Description: Senior Manager – Sales (BFSI / Enterprise Sales)**

**Experience Required:** 9–15 Years

**Location:** Pan-India (Travel Required)

**Department:** Sales & Business Development

**Reports To:** Head – Sales & Marketing / AVP – Business Development

**Industry:** Banking, Financial Services, FinTech, Enterprise Technology Solutions

### **1. Role Overview**

The Senior Manager – Sales will drive enterprise-level business development efforts across Public Sector Banks, Private Banks, Cooperative Banks, and other financial institutions. The candidate will be responsible for acquiring new institutional clients, deepening engagement with existing banks, and accelerating the adoption of PSB Alliance’s digital platforms and technology-driven solutions.

The role demands a strong understanding of banking operations, digital transformation initiatives, enterprise product pitching, and stakeholder management at senior leadership levels.

### **2. Key Responsibilities**

#### **A. Sales & Revenue Growth**

- Lead end-to-end enterprise sales cycle from prospecting to closure for banks and financial institutions.
- Achieve quarterly and annual sales targets across assigned products and digital platforms.
- Identify, qualify, and convert new business opportunities with Public Sector Banks, Private Sector Banks, and large financial institutions.
- Develop solution-based proposals and deliver compelling business presentations to CXOs, GMs, DGMs, and senior banking leadership.

#### **B. Client Acquisition & Relationship Management**

- Strategically build and maintain strong relationships with key decision-makers in the BFSI ecosystem.
- Conduct need assessments and map PSB Alliance solutions with banking requirements.
- Improve product adoption and cross-sell/up-sell digital platforms across multiple departments of client banks.
- Act as a trusted advisor to clients, ensuring continuous engagement and satisfaction.

#### **C. Product & Platform Promotion**

- Drive adoption of PSB Alliance’s core digital platforms (e.g., digital lending suites, onboarding solutions, eKYC, compliance platforms, customer service solutions, etc.).
- Collaborate with product and technology teams to offer customized solutions aligned with banking requirements.



- Conduct product demos, workshops, and training sessions with banking officials to increase platform utilization.

#### **D. Market Intelligence & Strategy**

- Track ongoing developments in the BFSI sector including digital initiatives, regulatory changes, and competitor activity.
- Provide insights and recommendations on product enhancement, pricing, and go-to-market strategies.
- Prepare market mapping reports and sales forecasts for management.

#### **E. Internal Collaboration & Documentation**

- Coordinate closely with Product, Technology, Operations, and Finance teams for seamless execution of proposals and client onboarding.
- Ensure timely submissions of proposals, RFP responses, MoUs, and other sales documents.
- Maintain accurate MIS, CRM updates, sales dashboards, and pipeline reports.

### **3. Key Skills & Competencies**

- Strong track record in enterprise sales, preferably to large BFSI clients.
- Excellent understanding of banking workflows, digital transformation initiatives, and regulatory landscape.
- Ability to engage senior stakeholders and conduct high-impact presentations.
- Strong analytical, consultative, and solution-selling skills.
- Excellent communication, negotiation, and relationship-building abilities.
- Ability to work under pressure with tight timelines and multiple priorities.
- Willingness to travel extensively across India.

### **4. Required Qualifications**

- Bachelor's degree in business, Marketing, Engineering, Finance, or equivalent.
- MBA/PGDM in Sales, Marketing, or Finance preferred.
- 9–15 years of proven experience in enterprise or institutional sales with focus on BFSI, Banking Technology, Digital Solutions, or Financial Products.
- Experience working with Public Sector Banks will be an added advantage.

### **5. Preferred Industry Background**

- Banking Technology & Digital Platforms
- Enterprise SaaS / FinTech
- BFSI Sales (Institutional Product Sales)
- IT/ITES Enterprise Solutions
- Regulatory Tech / Compliance Solutions

### **7. What We Offer**

- Opportunity to work on high-impact digital initiatives across India's banking ecosystem.
- Exposure to cutting-edge platforms implemented across all Public Sector Banks.



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- Collaborative work environment with strong growth opportunities.
- Competitive compensation with performance-linked incentives.



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