

Regional Sales Manager

Primary customer interface responsible for the development of business and management of relationships with a specific customer or customers, particularly in the government space. Strong ability to develop and sustain customer relationships and engagement at senior levels.

Location: Mumbai

General Information

Work area: Sales

Expected travel: 0% - 40%

Career status: Mid-Level

Employment type: Regular Full Time

Key Goals

- Primary customer interface responsible for the development of business and management of relationships with a specific customer or customers, particularly in the government space
- Understanding of customer's business, drivers and organization
- Understanding of the value that Prime Focus Technologies (PFT) brings to the customer to drive to real business outcomes
- Dissemination of key messages, initiatives and information pertaining to the value PFT brings to that specific customer at all levels of the customer's organization
- Business partner to the customer, establish a defensible barrier to competitors, maximize the business potential of customers and act as the primary supplier interface for all products, solutions and services with the customer.
- Champion the customers' needs and requirements within the PFT organization

Key Responsibilities

- Sell PFT's products and services to enterprise customers, acquire new customers and increase share of wallet of existing customers in order to achieve the allocated sales target
- Call on prospective customers providing technical and administrative product information, demonstrations, proposals and price quotes
- Develop/leverage key CXO relationships
- Maintain up-to-date CRM and maintain accurate forecast
- Participate and proactively contribute in sales reviews by updating key stake holders on the business plan, execution and status
- Create strategic and tactical plans for new business development and lead the extended team in following these plans to maximize revenue and growth. Provide constructive inputs to marketing and business development teams as appropriate
- Constantly learn and maintain an understanding of the media industry and its unique business needs and requirements
- Gain expertise of the functioning and advantages of the PFT products in order to have the ability to integrate this product knowledge in the sales process

- Understand customers' business and technology product needs and communicate those to internal teams / executives
- Serve as the client's advocate and consultant while managing and negotiating complex deals
- Facilitate internal and external team collaboration

Desired Skills and Experience

- 10- 15 years' experience in selling IT / ITES solutions, out of which around 6 to 8 years of sales experience in media & entertainment Industry
- Experience in selling to government sector is a must and experience in selling to accounts like Doordarshan, Ministry of I&B, IBF, ISA, PIB involving large ticket sales will be an added advantage
- MBA would be an added advantage
- Strong ability to develop and sustain customer relationships and engagement at senior levels; building long-term strategic relationships
- Strong presentation, communication and negotiation skills
- Clearly articulate value and demonstrate how solutions map to a customer's needs
- Motivate others
- High energetic individual
- Optimistic and passionate about sales
- Ability to cross sell, consultative selling - experience with collaborating across both client and own organization to drive One "Prime Focus" approach
- Ability to understand and influence customer's decision making processes
- Financial and business acumen
- Prior experience of handling a team will be an added advantage

About Prime Focus Technologies

Prime Focus Technologies is the technology subsidiary of Prime Focus, the global leader in media and entertainment industry services. PFT brings together a unique blend of Media and IT skills backed by a deep understanding of the global media and entertainment industry.

CLEAR™, our award-winning Hybrid Cloud-enabled Media ERP Suite and Cloud Media Services help broadcasters, studios, brands, sports and digital organizations drive creative enablement, enhance ecosystem efficiencies and sustainability, reduce cost and realize new monetization opportunities.

PFT works with major M&E companies like Disney, Warner Bros., 21st Century Fox-owned Star TV, Zee TV, Warner Bros. Television Studios, CBS Television Studios, 20th Century Fox Television Studios, FX Networks, Crown Media Holdings, Legendary Pictures, Starz Media, Lionsgate, A&E TV Network, HBO, Mnet, CNBC Africa, SABC, IFC, Hooq, Sony Music, Viacom 18, Showtime, BCCI, Indian Premiere League, Hindustan Unilever Limited and The Associated Press.

Prime Focus' worldwide network of studios and WorldSourcing® model supported by a Global Digital Pipeline allows PFT to offer customers transformational solutions that help them virtualize business processes around content and manage the business of content better.

In 2014, PFT acquired DAX, the creators of the Primetime Emmy® Award winning Digital Dailies® and Academy® Award winning Lowry Digital.

Prime Focus is listed on the NSE and BSE in India. For more information visit: www.primefocustechnologies.com