



## SENIOR SALES MANAGER

TurnB is a leading provider of analytics, consulting, and AI-driven solutions, helping businesses unlock actionable insights and drive data-led transformation. We combine cutting-edge technology with strategic expertise to deliver measurable impact for our clients.

### Role Overview

As a Senior Sales Manager at TurnB, you will play a pivotal role in driving revenue growth and shaping the company's market presence. This position demands a strategic thinker and a hands-on leader who excels at acquiring high-value clients, converting opportunities into long-term retainer engagements, and building trusted relationships at the executive level. Beyond individual performance, you will mentor and develop a high-performing sales team, foster collaboration with marketing to enhance brand visibility, and create effective marketing channels that support sales objectives.

### Key Responsibilities

#### Client Acquisition & Growth

- Identify, target, and acquire high-value enterprise clients across industries.
- Develop tailored proposals and presentations that clearly articulate TurnB's value proposition.
- Drive conversion of strategic opportunities into retainer-based engagements, ensuring recurring revenue streams.
- Build and maintain strong relationships with C-suite executives and key decision makers
- Identify opportunities to upsell and cross-sell within existing accounts.

### Sales Strategy & Market Expansion

- Design and execute comprehensive sales strategies aligned with company objectives.
- Analyze market trends, competitor offerings, and emerging technologies to identify growth opportunities.
- Represent TurnB at industry events, conferences, and networking forums to enhance brand visibility.

## Collaboration with Marketing

- Work hand-in-hand with the marketing team to develop campaigns that amplify TurnB's brand presence from a sales perspective.
- Provide input on marketing content, messaging, and positioning to align with client acquisition goals.
- Collaborate on creating targeted marketing channels and lead-generation strategies that drive qualified opportunities for the sales pipeline.

## Team Leadership & Development

- Mentor, coach, and develop the sales team to achieve individual and collective targets.
- Establish clear KPIs, performance metrics, and accountability frameworks for the team.
- Foster a collaborative and high-performance culture within the sales organization.

## Collaboration & Solution Alignment

- Work closely with delivery, product, and consulting teams to ensure seamless execution of client projects.
- Translate client business challenges into actionable analytics and AI-driven solutions.
- Provide feedback to internal teams for continuous improvement of offerings based on client insights.

## Revenue & Performance Management

- Own responsibility for achieving and exceeding quarterly and annual revenue targets.
- Maintain accurate sales forecasting and pipeline visibility.
- Stay abreast of emerging trends in analytics, AI-driven solutions, and consulting services.
- Continuously analyze competitor strategies, pricing models, and market positioning.
- Translate market insights into actionable strategies for client acquisition and retention.

- Prepare detailed reports on sales performance, pipeline health, and revenue projections for senior leadership.
- Provide insights on market dynamics and evolving client needs to inform product and service development.
- Ensure profitability and sustainable growth through strategic account management.

## Required Skills & Qualifications

- MBA degree in Business, Marketing, or related field.
- 5+ years of experience in B2B sales in analytics, consulting, or AI solutions.
- Strong understanding of data analytics, AI technologies, and digital transformation.
- Excellent communication, negotiation, and presentation skills.
- Proven ability to meet and exceed sales targets.
- Experience in selling to enterprise clients across industries.
- Ability to translate technical solutions into business value propositions.
- Self-motivated, goal-oriented, and adaptable to a fast-paced environment

## What We Offer

- Competitive salary and performance-based incentives.
- Opportunity to work on cutting-edge AI and analytics projects.
- Collaborative and innovative work culture.

## Experience

- 5+ years in B2B Sales (Analytics, Consulting, AI Solutions)

## Location: Edappally, Cochin

Employment type: **Offline, Full time.**

Interested candidates please apply to [careers@turnb.com](mailto:careers@turnb.com) with subject line: **Application for the role of Senior Sales Manager**