



White Globe

White Globe is Asia's leading Language Service Provider (LSP) offering Translation & Localisation services in more than 350 Foreign and Indian Languages. These services are mainly used by MNC Companies who do business in multiple languages or Indian Multinationals with Global presence. In a short span of Four years White Globe is already servicing more than 750 clients across the globe including more than 50 Fortune 500 Companies. Right from its inception, White Globe has won several Industry leading accolades like "The Company of the Year 2019 " , Best in Translation and Localisation-India, Corporate Excellence Award, UK. "The Most Admired Language Service Provider in India, CEO of the Year 2019 etc.

White Globe services are backed by advanced technology and an innovative knowledge centre. The services are delivered maintaining very high level of Quality by a team of highly competent project managers and delivery professionals. White Globe offers a dynamic work environment to encourage innovative thinking and honing one's leadership skills. At White Globe, our sales team is the engine that drives our global consumer reach in Translation and Localisation services. We are seeking a qualified sales manager to help keep our revenue engine running through their own skill. Our ideal sales manager has in-depth knowledge of and experience with the sales process, excelling at lead generation, relationship building, and closing deals. We're seeking a quick learner with strong negotiating skills, and someone with a track record of success who can inspire the same in others. The role demands a leader with a sharp mind and the ability to identify, prospect, convince and generate qualified leads and convert them into sales.

Please visit: www.whiteglobe.co.in Available in Eleven Languages

POSITION DESCRIPTION SUMMARY

Function: Pre Sales and Product Management

Location : Mumbai / Pune

Position Title: Product and Pre-Sales Manager

Reporting To: Head of Pre-Sales and Product

I) Position Summary

Key Objective / Purpose of the Job:

· The incumbent would be responsible for leading the Pre Sales activity, planning of sales strategies, the positioning in contrast to the competitors and the demonstration of the business, coordination and organization of demand generating activities, engagement with the customers and interpretation of their needs and derivation of advice for prospective products and services that are aligned with the customers' demands. The client interactions would include developing wider and deeper relationships with potential and existing customers to position White Globe as a preferred partner. The responsibilities would include, new product initiative, bundling of solutions to create new offering, customized solution for various industries, preparation of proposals, request for quote, preparing bid documents, marketing collateral including brochures, flyers, presentation, blogs, post. The incumbent would bring thought leadership in translation and localization Business. This role would demand a high-level of collaboration and Integrity.

b) Major Activities

- 1. Planning:** Planning of pre-sales strategies, the positioning in contrast to the competitors and the demonstration of the business
- 2. Coordination & Collaboration:** Coordination and organization of demand generating activities
- 3. Engagement:** Engagement with the customers and interpretation of their needs and derivation of advice for prospective products and services that are aligned with the customers' demands
- 4. Relationship:** Build relationship with prospects and/or existing customers for Product and Services;
- 5. Collaboration:** Support the Sales Team with customer-facing pre-sales assistance;
- 6. Delivery:** Deliver product/service presentations and demonstrations including marketing collaterals, brochures, flyers, blog-post etc.
- 7. New Product Initiatives:** Create new products and create solutions with bundled products. Responsibilities would include creation, definition of scope of work, value proposition, marketing collateral, proof of concept and launch
- 8. Support:** Provide support at external and internal customer facing events;

9. **Marketing Collateral:** Build custom demonstrations and deliver Proof of Concepts (POC);

10. **Competition Monitoring:** Compare competitive products to specify the most advantageous solutions for customers

11. **Proposal:** Take a leading role in specifying solutions and writing proposals and tender responses

12. **Quote** – Provide Inputs to the sales team to provide costs. Screen the text for complexities, gauge appropriate translators and analyse the text to guarantee the word count is accurate.

18. **Brand Positioning-** Position White Globe as the highest quality Content Creation Services Provider in the Global Market

II) Person Specification:

a) Essential Qualifications:

Graduate

MBA – will be preferred

b) Requisite Skills:

Ø Technical

Aware of various Authoring Tools and Content Management Systems

Good Pre -Sales/Product Management/solution architecting skills

Good Relationship Management skills

Good Presentation & Analytical skills

Excellent Collaboration and Communication skills

Ø

Behavioral

Ability to handle high pressure situations

Attention to detail

Ability to adhere to strict timelines

Ability to maintain company image and effectively manage customer expectations

c)

Work Experience

Should have worked in presales.

5-10 years' experience