Senior Manager – Business Development

B2B Enterprise Sales | Global Business Development

Location: Bengaluru – JP Nagar (On-site)

Employment Type: Full-time

Experience: 5–10+ years

Reporting To: Founder & CEO

About SaralX

At SaralX, we believe technology should include, not exclude.

Founded in July 2023, SaralX is a digital accessibility company helping enterprises make their websites, mobile applications and digital platforms accessible to everyone, including persons with disabilities.

Our services include accessibility audits, remediation, training, VPAT/ACR documentation, compliance consulting and ongoing accessibility support.

Our journey so far:

- Worked with 65+ enterprises across 200+ accessibility projects.
- Served leading organisations including Reliance, Punjab National Bank, Yatra, redBus, Rapido, Zepto, Practo, CRISIL, BSNL and Kuku FM.
- Incubated at NSRCEL, IIM Bangalore and AssisTech Foundation (ATF) with support from reputed accelerators and institutions.
- Empaneled with the Government of India for digital accessibility initiatives.
- A team of experienced accessibility professionals with relevant industry certifications.

As digital accessibility gains importance globally, we see a significant opportunity to expand our enterprise presence in India and international markets.

About the Role

We are looking for an experienced and entrepreneurial sales professional to work directly with our Founder & CEO and build SaralX's outbound sales function from the ground up.

Until now, our business has largely been driven by inbound enquiries, referrals and founder-led relationships. We are now looking to establish a structured sales engine, expand our enterprise client base and explore international markets, particularly Europe and North America.

This is an opportunity to take ownership of the complete sales cycle, develop market strategies, engage senior decision-makers and build a scalable business development function.

The role will initially be a hands-on individual contributor position, with the opportunity to grow into a larger sales leadership role as the organisation expands.

Key Responsibilities

1. Sales Strategy & Outbound Development

- Build and execute SaralX's outbound sales strategy from scratch.
- Define Ideal Customer Profiles (ICP), target industries, buyer personas and decision-makers.
- Develop prospecting, lead generation and outreach strategies to build a consistent sales pipeline.
- Establish sales processes, CRM practices, reporting and performance metrics.

2. Enterprise Sales & Client Acquisition

- Manage the complete B2B sales cycle, from prospecting and discovery to negotiations and closure.
- Build relationships with CXOs, CTOs, CIOs, Heads of Product, Compliance and other senior stakeholders.
- Understand client requirements and position SaralX's accessibility solutions effectively.
- Lead proposals, presentations, commercial discussions and contract negotiations.
- Develop long-term client relationships and identify opportunities for account growth.

3. International Business Development

- Identify and develop business opportunities across Europe and North America.
- Research international markets, regulatory requirements, competitors and potential customer segments.
- Build relationships with international clients, consultants and strategic partners.
- Develop market-entry and outreach strategies for international expansion.

4. Founder Collaboration & Sales Ownership

- Work closely with the Founder on business development strategy and revenue growth.
- Gradually take ownership of sales-related responsibilities currently managed by the Founder.
- Coordinate with accessibility auditors and technical teams to develop relevant client solutions and proposals.
- Represent SaralX in important client meetings, negotiations and industry engagements.

What We Are Looking For

- 5–10+ years of experience in B2B business development, enterprise sales or strategic partnerships.
- Proven experience in generating outbound leads and independently closing business.
- Experience selling SaaS, IT services, technology solutions, consulting or other complex B2B offerings.
- Strong ability to engage C-suite executives and manage enterprise-level sales discussions.

- Understanding of ICP development, consultative selling, pipeline management and GTM strategies.
- Exposure to international business development, preferably Europe and North America.
- Excellent communication, negotiation and relationship-building skills.
- Experience in early-stage startups or building sales functions from scratch will be an advantage.

The Mindset We Value

We are looking for someone who:

- Takes ownership rather than waiting for instructions.
- Is comfortable building processes and working in an evolving startup environment.
- Accepts mistakes, takes accountability and learns from challenges.
- Is persistent, adaptable and willing to get hands-on with sales execution.
- Believes in ethical selling and building long-term client relationships.
- Is interested in growing with the organisation and taking on greater responsibilities over time.

Why Join SaralX?

- **Direct Founder Collaboration:** Work closely with the Founder and influence business growth.
- **Build from Scratch:** Establish and shape the company's outbound sales function.
- **Global Exposure:** Drive business development across India, Europe and North America.
- **Leadership Opportunity:** Grow into a larger sales leadership role as the business scales.
- **Purpose-driven Work:** Contribute to making the digital world more accessible and inclusive.

The Opportunity

We are at a stage where the right individual can have a meaningful impact on SaralX's growth.

This is not an opportunity to inherit an established sales team or a ready-made pipeline. It is an opportunity to build, experiment, take ownership and create a scalable sales function alongside the Founder.

If you enjoy building businesses, navigating challenges and creating meaningful impact through your work, we would love to connect with you.