



## Enterprise Sales Executive Terafina Digital Sales Platform

Terafina, Inc, a fast growing startup based in San Jose & San Francisco is looking for a talented and motivated Enterprise Sales Executive responsible for generating new sales of our Digital Sales Platform (DSP), directly and indirectly in a multi-state territory based in the USA. This role will have both sales and business development responsibilities with significant flexibility and influence into the marketing and product plan. We offer competitive salary and bonus package with the opportunity to work independently and participate in company ownership.

- **We Sell:** to the financial services industry, specifically Banks and Credit Unions, delivering an Omni-Channel Platform that brings the digital, call center and branch channels together into one workflow. Our SaaS application increases top-line sales revenue for all products by optimizing each customer interaction, as well as enabling service-to-sales transactions across all channels.
- **We Deliver:** Service to Sales Conversion, Online and Mobile Account Opening, CRM, Issue Tracking, Lead Management, Analytics, Branch and Call Center Sales, Service and Account Opening

### Relevant Experience

- Five years of proven sales success in enterprise software technology sales, preferably in the enterprise SaaS
- Sales and knowledge of banking technology solutions, requiring middle and back office systems integration and modern methods of software development; convincing at the Bank/Credit Union CIO level
- Proven success working with executives in retail and small business banking and the banking industry, ability to articulate and address a financial institution's strategic goals and a return on investment in new technology
- Willing to go the extra mile with a strong work ethic; self-directed and resourceful

**Education:** Minimum Bachelor's Degree

### Required Experience:

- Ability to create and maintain a sales pipeline of opportunities through to closing business. Experience developing a new territory.
- Proven ability to gain access to and build relationships in the C suite, leading to deep customer relationships and trusted advisor status.

- Proven success with a sizable quota in Enterprise SaaS Sales in a “hunter” role and consistent overachievement of goals
- Proven ability to sell value in a complex, technical sale
- Demonstrated ability to accurately forecast sales on a quarterly basis
- Demonstrated ability to develop and maintain a business plan, territory plan, territory strategy – leading company resources to achieve these goals
- Demonstrated ability to effectively communicate at all levels, in written, verbal and presentation form – Knowledge of MS or Google Office (You will write proposals)
- Effective decision-making ability and superior presentation/communication skills
- Superior client service orientation with the ability to work with clients at all levels
- Methodical, analytical and systematic approach to work
- Detail-oriented and ability to handle multiple priorities
- Willingness to travel (minimum 50% of time)

### Desired Experience

- Ten years or more of experience in enterprise banking application sales
- Ability to be creative with strong problem solving skills and the ability to succeed in a fast paced environment. Can-do, flexible and mature attitude.
- Independence, resourcefulness and a target driven personality
- Demonstrated success utilizing strategic or consultative sales skills
- Knowledge or experience selling SaaS applications built on the Salesforce.com Force.com PaaS
- Knowledge and connections in the financial services industry (banks and credit unions)

### Roles & Responsibilities

- Prospect for new sales opportunities via phone, email, networking, trade shows and presentations that result in viable opportunities for the company.
- Assist CRO with CRM, Marketing & sales support tasks. Potentially work with an intern.
- Engage prospects in consultative sales process from early stage to close. Goal is to reach and exceed assigned quota for new booked business.
- Planning territory and setting priorities within it. Scoping out numbers of prospects, utilizing CRM tool and the web to gain and analyze information.
- A portion of time will be spent communicating and reporting with the leadership team. Must be able to forecast future sales, communicate strategy and resolve prospect questions and issues during sales process.
- Participate in trade shows by speaking and/or creating networking and engagement opportunities with prospective clients while representing the company
- Attend sales training sessions and sales meetings quarterly, annually or monthly.
- Leverage an established network and pipeline utilizing on-line CRM tracking application
- Prepare and oversee the development of RFPs, RFIs and other proposals to prospects, sales presentations and product demonstrations.