



Job Description: Sales Manager

Position: Sales Manager – CPaaS

Location: Noida (Sector 3)

Experience: 2–8 Years

Employment Type: Full-Time

Working Days: 6 Days a Week

About the Role

We are looking for a dynamic and result-oriented **Sales Manager – CPaaS** to drive business growth by acquiring new enterprise and government clients. The ideal candidate should have experience in selling CPaaS solutions such as SMS, WhatsApp Business API, Voice, Email, RCS, and Omnichannel communication platforms. The role requires strong consultative selling skills, relationship management, and the ability to close high-value B2B deals.

Key Responsibilities

- Identify, generate, and convert new business opportunities across Enterprise, Government, PSU, BFSI, Healthcare, Education, Logistics, and E-commerce sectors.
- Drive sales of CPaaS solutions including Bulk SMS, WhatsApp Business API, Voice, Email, OTP, RCS, and Omnichannel Communication platforms.
- Build and maintain a healthy sales pipeline through prospecting, networking, referrals, and outbound sales activities.
- Conduct client meetings, product demonstrations, and solution presentations.
- Understand customer communication requirements and propose customized CPaaS solutions.
- Prepare commercial proposals, negotiate contracts, and successfully close deals.
- Develop long-term relationships with key decision-makers and stakeholders.
- Coordinate with technical and implementation teams to ensure smooth project onboarding.
- Achieve monthly, quarterly, and annual revenue targets.
- Maintain accurate sales records, forecasts, and pipeline reports using CRM tools.
- Stay updated on industry trends, competitors, and emerging communication technologies.

Required Skills & Qualifications

- Bachelor's degree in Business, Marketing, Engineering, or a related field.
- **2–8 years of B2B sales experience**, preferably in CPaaS, Telecom, SaaS, Cloud Communications, or IT Solutions.
- Strong understanding of:
 - Bulk SMS
 - WhatsApp Business API
 - Voice Solutions
 - Email Solutions
 - OTP Services
 - RCS Messaging
 - Omnichannel Communication Platforms
- Proven track record of achieving and exceeding sales targets.
- Excellent communication, negotiation, and presentation skills.
- Ability to manage complex enterprise sales cycles.
- Strong networking and relationship-building abilities.



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- Self-motivated with excellent problem-solving and analytical skills.
- Proficiency in Microsoft Office and CRM platforms.

Preferred Qualifications

- Existing network of enterprise or government clients.
- Experience in selling cloud communication or telecom solutions.
- Familiarity with tender-based sales and government procurement processes will be an added advantage.