

Job Title: **Pre-Sales Executive**

Company: ISF Analytica Informatica Private Limited Company

Location: Govandi, Mumbai

About Us:

ISF Analytica Informatica Pvt. Ltd. is a platform provider and we look for courseware partners to use our Easylearn platform. Currently we are tied up with iDream, Gurujiworld & Sundaram for courseware. ISF Analytica Informatica Pvt. Ltd. provides customized e-learning solutions in consultation with the endcustomer.VSD, IIT (Hyderabad), FOSSEE (IIT Mumbai), IIT (Madras), Intel, DARPA, Samsung has teamed up with ISF Analytica Informatica to conduct its high-end technical courses in VLSI Design on our platform. ISF seeks more and more courseware partners in this; be it schools, colleges, universities and institutes. We white- label and customize the Easylearn(www.easylearn.org.in) for our partners to use the platform seamlessly. We have been successfully and seamlessly running VSD's platform (www.vsdiat.com) for the last 2 years starting June 2021), highlight is on lab management. Very few platforms' have such integration. ISF Academy is the consulting arm of ISF EduTech Pvt. Ltd. and aims to provide training, courses and conduct various edtech based events going forward.

Job Description:

We are seeking a highly motivated and result-oriented Pre-Sales Executive to join our business development team.The ideal candidate will play a key role in identifying potential clients, understanding their business requirements, and presenting suitable technology and e-learning solutions.
The candidate will be responsible for interacting with schools, colleges, universities, training institutes, and corporate organizations to understand their requirements and introduce ISF's EasyLearn platform and other EdTech solutions. The role involves conducting product demonstrations, preparing proposals, coordinating with internal technical and business teams, and supporting the sales team throughout the pre-sales process. The position requires excellent communication and presentation skills, a customer-focused approach, and the ability to understand technology products and convert business requirements into effective solutions that generate new
business opportunities.

Responsibilities:

- **Lead Generation & Prospecting**: Identify and generate potential business leads through online research, networking, cold calling, email campaigns, and other business development activities.
- **Client Interaction:** Connect with schools, colleges, universities, training institutes, and corporate organizations to understand their requirements and introduce relevant ISF solutions.
- **Requirement Gathering:** Understand customer requirements, business challenges, existing systems, and expectations to suggest suitable EdTech and software solutions.
- **Product Demonstration:** Conduct online and offline product demonstrations of the EasyLearn platform and other ISF products to prospective clients.

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- **Pre-Sales Support:** Assist the sales team in preparing business proposals, presentations, product information, quotations, and solution documents.
- **Solution Presentation**: Explain product features, benefits, technical capabilities, implementation processes, and value propositions to prospective customers..
- **Client Follow-up:** Maintain regular communication with prospective clients, follow up on business opportunities, address initial queries, and coordinate the next steps.
- **Cross-Functional Collaboration:** Coordinate with technical, product development, implementation, and business development teams to ensure that client requirements are properly understood and addressed.
- **Market Research**: Research competitors, industry trends, potential customers, and market opportunities to identify new business prospects.
- **CRM & Reporting**: Maintain accurate records of leads, customer interactions, follow-ups, product demonstrations, and sales opportunities in the CRM system.
- **Documentation & Presentation**: Prepare client-specific presentations, requirement documents, product comparisons, and business proposals as required.
- **Business Development Support**: Support the sales team in converting qualified leads into business opportunities and achieving organizational growth targets.

Qualifications:

- **Education:** Bachelor's degree in Business Administration, Marketing, Management, Information Technology, or a related field. (MBA or equivalent master's degree is preferred.)
- **Experience:** 1–3 years of experience in Pre-Sales, Business Development, Sales, or Client Relationship Management. Freshers with excellent communication and presentation skills may also be considered.
- **Communication Skills:** Excellent verbal and written communication skills with the ability to interact professionally with clients and stakeholders.
- **Presentation Skills:** Ability to conduct effective product presentations, demonstrations, and business meetings.
- **Technical Understanding:** Basic understanding of software applications, SaaS products, LMS platforms, EdTech solutions, and digital technologies.
- **Sales & Business Acumen:** Understanding of lead generation, customer engagement, sales processes, and business development strategies.
- **Interpersonal Skills:** Ability to build and maintain professional relationships, understand customer expectations, and handle client interactions effectively.
- **Computer Skills:** Proficiency in MS Office, PowerPoint, Excel, Google Workspace, and CRM tools
- **Work Style:** Highly organized, self-driven, target-oriented, and capable of working independently as well as collaboratively in a fast-paced environment.
- **Willingness to Travel**: Comfortable with client visits, meetings, product demonstrations, and business development activities when required.
- **Added Advantage**: Experience in selling or presenting LMS, ERP, SaaS, software products, or EdTech solutions to schools, colleges, universities, and corporate organization.

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