



Hiring: Associate Director B2B Sales | Technical Training

Purple Patch Training & Consulting is looking for an accomplished Associate Director – B2B Sales to lead business development and revenue growth across our technology training portfolio.

This is a pure B2B sales role and is best suited for a commercially driven sales professional with a strong track record of converting enterprise opportunities into business.

Role: Associate Director – B2B Sales

Experience: 10+ Years

Industry: Technology / Corporate Training / Learning & Development

Employment: Full-time

Location: Bangalore

Key Responsibilities

- Drive end-to-end B2B sales for technical and corporate technology training solutions.
- Identify, engage and convert enterprise clients, MNCs, GCCs and large organisations.
- Build and manage a strong sales pipeline with a clear focus on revenue generation and immediate conversions.
- Develop relationships with CXOs, HR Heads, L&D Heads, Talent Development leaders and key decision-makers.
- Own the complete sales cycle — prospecting, qualification, solution positioning, commercial negotiation and closure.
- Convert qualified opportunities into confirmed training engagements within defined timelines.
- Develop strategic accounts and establish long-term client relationships.
- Work closely with delivery and leadership teams to ensure a seamless transition from sales closure to execution.
- Monitor sales performance, forecasting, conversion ratios and revenue targets.

KRI / Key Result Indicators

The successful candidate will be expected to demonstrate measurable performance against:

- Revenue Achievement & Sales Target
- New Enterprise Client Acquisition
- Lead-to-Opportunity Conversion
- Opportunity-to-Closure Conversion
- Sales Cycle Velocity
- Monthly / Quarterly Business Closures
- Average Deal Value
- Enterprise Account Development
- Pipeline Quality & Forecast Accuracy
- Repeat Business & Account Expansion

Mandatory Experience & Prerequisites

Candidates must meet the following criteria to be considered:

- 10+ years of proven B2B sales experience.
- Strong experience in technology solutions, IT services, technical training or corporate learning solutions.
- Pure B2B sales experience is mandatory.
- Proven ability to personally generate, manage and close enterprise business.
- Demonstrated track record of immediate / short-cycle conversion and revenue closure.
- Experience dealing with enterprise clients, MNCs, GCCs and senior decision-makers.
- Proven ability to engage HR, L&D, Talent Development and business stakeholders.
- Strong commercial acumen with excellent negotiation and closing capabilities.
- Ability to independently manage the complete sales lifecycle from lead generation through to closure.
- Strong communication, presentation and stakeholder-management skills.
- Must be target-driven, commercially astute and highly accountable for outcomes.

Who We Are Looking For

We are not looking for a conventional relationship-management or lead-generation profile.

We are looking for a senior sales professional who can open doors, create opportunities, influence decision-makers and close business.

If you have a demonstrable history of selling technology training / IT solutions to organisations, have managed a ₹10+ Crore portfolio, and can consistently translate opportunities into revenue, we would be keen to hear from you.

Join Purple Patch Training & Consulting and help us build the next phase of our enterprise business.

 Interested candidates can share their CV with us.

Only candidates meeting the mandatory B2B sales and experience criteria will be considered.