

RECRUITMENT QUESTIONNAIRE

1) Name of the Organization: Ryzeup Inc

2) Brief about the particulars of the Organization & Website Address:

RyzeUp is a fast-scaling, product-led B2B SaaS company building Leagues.ai, a platform focused on improving enterprise sales performance, distributor effectiveness, and decision-making through data and automation.

Website: <https://ryzeup.co/>

3) Position:

Sales Leader

4) Grade:

Senior Leadership / L3–L4 (depending on candidate experience – Senior Sales / Director Level)

5) Location: Mumbai / Ahmedabad/ Hyderabad (HO)

6) Total Compensation (Fixed/Variables) & Components:

Indicative CTC Range: ₹50 LPA – ₹80+ LPA (flexible for high-impact candidates)

Compensation Structure:

- **Fixed Salary:** 60–70% of total CTC
- **Variable Pay:** 30–40% (linked to ARR targets, enterprise deal closures, and revenue milestones)

Additional Components:

- **ESOPs / Equity:** Offered for top-tier candidates, aligned with long-term wealth creation
- **Joining / Retention Bonus:** Case-to-case basis for strategic hires
- **Quarterly / Annual Performance Incentives:** Based on revenue achievement
- **Allowances:** Travel, client engagement, and business development expenses

Note: Compensation is highly flexible and will be structured to attract **top enterprise sales leaders with proven CXO-level deal closure experience.**

RECRUITMENT QUESTIONNAIRE

7) Organizational Structure (one level above from the vacant position & two levels below):

One Level Above:

- CMD
- CEO

This Role:

- Senior Sales Manager / Sales Director (Sales Leader)

8) Career Plan for this position:

This role is positioned as a **strategic revenue leadership role**, with a clear path to evolve into **Head of Sales / VP Sales / Chief Revenue Officer (CRO)** as the company scales. The candidate will initially drive enterprise revenue across key sectors (Pharma, Healthcare, FMCG, NBFC) and progressively take ownership of **global GTM strategy, partnerships, and overall revenue charter**.

9) Key Result Areas (not more than five for the job):

1. **Enterprise Revenue Ownership:** Drive and achieve ARR targets through large-ticket enterprise deal closures.
2. **CXO Engagement & Deal Conversion:** Build and manage relationships with CEO/CHRO-level stakeholders and drive consultative sales.
3. **End-to-End Sales Cycle Management:** Own pipeline generation, opportunity qualification, negotiation, closure, and account expansion.
4. **GTM Strategy & Execution:** Design and implement industry-specific go-to-market strategies across Pharma, Healthcare, FMCG, and NBFC sectors.
5. **Sales Team Leadership & Scaling:** Build, mentor, and scale a high-performing, geographically distributed enterprise sales team.

10) Please specify the present business status in terms of growth/expansion/diversification:

RyzeUp is currently in a **high-growth and expansion phase**, scaling its enterprise SaaS platform Leagues.ai.

The company is strengthening its presence across **Pharma, Healthcare, FMCG, and NBFC sectors**, while building a strong enterprise pipeline and expanding into multiple geographies including Mumbai,

RECRUITMENT QUESTIONNAIRE

11) Preferred organizations to source candidates from:

- Enterprise SaaS companies (SalesTech, HRTech, CRM platforms)
- Companies like Zoho, Freshworks, Salesforce, SAP, Oracle, HubSpot
- Consulting firms (Deloitte, PwC, EY, KPMG) with CXO engagement exposure
- Industry-focused companies serving Pharma, FMCG, Healthcare, NBFC clients
- High-growth SaaS startups (Series A–C) with enterprise sales motion

12) What are few factors why the candidate should make his/her career in this organization?

- Opportunity to **own and drive enterprise revenue at a strategic level**
- Direct exposure to **CXO-level selling and decision-making**
- High-growth environment with **fast-track leadership opportunities**
- Ability to **build and scale a sales function from the ground up**
- Competitive compensation with **performance incentives and ESOPs (wealth creation opportunity)**
- Strong product with a **clear enterprise use case in sales performance and analytics**
- **Founder pedigree**
- **Early stage leverage with strong capital backing.**

13) Please give us 5 to 6 questions you would like to know from the person during the Interview:

1. Can you walk us through a **large enterprise deal (₹1Cr+ or equivalent)** you closed and your exact role in influencing CXO stakeholders?
2. How have you **built and executed GTM strategies** across industries like Pharma, FMCG, or NBFC?
3. What is your approach to **consultative / thought leadership-led selling** at the CXO level?
4. How do you **manage long enterprise sales cycles** and ensure deal closure predictability?
5. Can you share your experience in **building and scaling a sales team across multiple locations**?
6. What would be your **first 90-day plan** to drive revenue and strengthen our enterprise pipeline at RvzelIn?