



On a Mission to create  
**A great place to work  
and to be from.**



## Sales Manager – Automation Unit

**Location:** Chennai / Bangalore / Mumbai / Hyderabad / Delhi (Multiple Openings)

**Reporting To:** Head of Automation Sales

**Department:** Automation Unit

**Company:** Smart Joules

### About Smart Joules:

At Smart Joules, we are in the pursuit of creating a world powered by energy efficiency. We are poised to lead the industry from the front, challenging archaic norms, questioning paradigms and redefining the rules of the game. As the nation's pioneering and most reputable cooling-as-service (CaaS) startup, our vision is to mitigate 29 million tons of CO2 emissions before 2030, thus catalysing India's sustainability agenda to reduce carbon emissions and achieve Net Zero by 2070.

With cutting edge technology, relentless innovation and a never say die attitude, we at Smart Joules have travelled a long distance and now it is time for us to shift gears. Would you like to be a part of the exciting journey ahead?"

Our impact so far includes:

- **24 Crore KWH** energy saved across all its clients till date, equivalent to the annual consumption of more than **26.58 Lakh** avg. Indian households
- **1,67,000+ metric tons** of annual CO2-eq. emissions reduction from existing projects
- Saved more than **INR 193 Crore** of energy

Achieved through innovative business models like:

- **JoulePAYS:** Pay-as-you-save model powering guaranteed energy savings with 0 CapEx and 0 risk for existing buildings and factories
- **JouleCOOL:** Cooling-as-a-service (build-own-operate-maintain-analyse-optimize) model powering sustainable, convenient, quality and economical cooling for new buildings
- **DeJoule:** IoT platform technology with hardware and software to continuously identify and automatically eliminate operational energy wastage
- For more details, see:
  - This [5-minute pitch](#) about the business
  - [This interview](#) with Govind explaining our business
  - [This podcast](#) with Forbes discussing our business and growth plans
  - Our [website](#) and [LinkedIn page](#) have additional information

### About the role:

We are looking for dynamic, core sales professionals who are passionate about building customer relationships, driving new business, and delivering value-driven solutions.

You don't need prior experience in Building Management Systems (BMS) or IoT – but you should be a fast learner, comfortable with technical products, and excited about the opportunity to sell automation-based energy efficiency solutions.

### Key responsibilities include:

#### Sales Strategy & Execution:

- Achieve regional sales targets for automation solutions focused on energy efficiency.
- Develop territory-specific sales plans and manage end-to-end sales cycles.

#### New Business Development:

- Actively prospect and convert new clients through direct selling, referrals, industry events, and partnerships.
- Build and maintain relationships with key influencers such as consultants, facility heads, sustainability managers, and CXOs.

#### Customer Engagement & Solution Selling:

- Understand client needs, pain points, and operational challenges.
- Collaborate with Pre-Sales and Design teams to offer customized solutions that meet both technical and commercial objectives.
- Develop consultative sales approaches to position Smart Joules as a long-term partner.

#### Pipeline & Deal Management:

- Maintain a healthy and consistent sales pipeline using CRM tools.
- Track, manage, and report progress regularly to the Head of Automation Sales.

#### Cross-functional Collaboration:

- Work closely with the Design, Projects, Product (DeJoule), and Service teams for smooth project handovers and customer success.
- Provide market intelligence to internal teams for continuous product and process improvement.

## What We're Looking For:

### Must-Have:

- 4–8 years of experience in **core B2B sales** (Capital equipment, Industrial sales, Facility solutions, Energy services, HVAC, or similar industries preferred).
- Proven track record of achieving and exceeding sales targets.
- Strong relationship-building and stakeholder management skills.
- Excellent communication, negotiation, and presentation abilities.
- Fast learner with a demonstrated ability to understand and sell technical solutions.

### Good to Have:

- Exposure to BMS, IoT, energy management, HVAC controls, or industrial automation.
- Understanding of sustainability and energy efficiency as a value proposition.

### What We Offer:

- Opportunity to work in a purpose-driven, clean-tech company that is making a tangible impact.
- Competitive salary, sales incentives, and career growth in a rapidly expanding business.
- Learning and development support to quickly upskill in BMS, IoT, and automation-based solutions.
- Collaborative, performance-driven work environment.

## Bonus points for

- Experience working in the HVAC or Energy industry
- Experience working on developing a Building Management System (BMS)
- Experience working and scaling startups in the 1-100 journey
- Passion for building solutions in the Climate Action space