Remote Pro Ai

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GROWTH TEAM · SECTOR FILE

B2B fintech & finance automation

Sector file · Finance leaders at companies and institutions, opened around licensing, e-invoicing and ERP changes.



DATE	VERSION	LANGUAGE	PAGES
31 October 2026	v2.0	English	6

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01 SECTOR OVERVIEW

Outbound sales development for B2B fintech and finance-automation providers

New company and institutional opportunities for providers of payments, financing, treasury, invoicing and finance-automation solutions, opened around the deadlines finance leaders already face.

CORE SECTOR | FROM OUR SECTOR STUDY · OCTOBER 2026 | STUDY SCORE 82/100



Finance leaders at companies and institutions, opened around licensing, e-invoicing and ERP changes.

The market at a glance

301
fintech firms in KSA in 2025, against 20 in 2019

USD 860m
KSA fintech venture funding, H1 2025 (38% of Middle East VC)

1 Feb 2027
integration deadline, e-invoicing Phase 2, wave 25

~98 days
typical financial-services sales cycle

Sources: Vision 2030 Annual Report 2025 via Sharikat Mubasher, 28 Apr 2026 · MAGNiTT via Arab News, 15 Jul 2025 · EY Tax News, 10 Aug 2026 · Focus Digital, 3 Jul 2026.

What makes this sector hard

Cautious buyers
Finance leaders are cautious and compliance-minded; generic outreach is deleted.

Several stakeholders
Enterprise and institutional buyers need several stakeholders aligned.

Products that need explaining
A demo matters more than a brochure.

A crowded market
Three hundred licensed fintechs calling the same finance departments.

02 WHO WE REACH

Ideal customer profile and decision-makers

Ideal customer profile

Attribute	Requirement
Who	B2B fintechs, payment and invoicing platforms, SME financing and leasing providers, treasury and expense-management vendors, and finance-automation software.
Proof	A proven product, licensed or partnered with a licensee.
Deal value	First-year deal value of at least USD 36,000 (SAR 135,000): the eligibility gate in every sector.
Markets	Saudi Arabia and the Gulf first.
Out of scope	Buyers that are only banks are out of scope for the guarantee.

Decision-makers we reach

#	Title	Counts toward the guarantee as
01	**CFO / Finance Director**	Decision-maker, approved titles list
02	**Head of Treasury**	Decision-maker, approved titles list
03	**Financial Controller**	Decision-maker, approved titles list
04	**Head of Accounts Payable or Receivable**	Decision-maker, approved titles list
05	**COO**	Decision-maker, approved titles list
06	**CEO / Founder** · in mid-sized companies	Decision-maker, approved titles list
07	**Head of Digital Transformation**	Decision-maker, approved titles list

Eligibility gate

Every account list is checked first in your free Market Opportunity Report, within 48 hours. If your deals fall below the gate, we widen the segment, add a market or decline; there is no reduced guarantee.



A specialist sector cell led by your dedicated account manager, with senior SDRs (6–8 years each) who know this sector's buyers.

03 SIGNALS & METHOD

Buying signals and how we work there

Buying signals we track

- New e-invoicing integration waves and regulatory phases
- ERP migrations
- New SAMA licences
- New funding or expansion
- Hiring in finance operations
- Rapid growth in transaction volume

> Signals indicate probable demand, not a guaranteed intention to buy. Figures and client names appear only once a client in this sector approves publication in writing.

How the Growth Engine applies here

1. **Fit session first**
   Banks-only targeting is declined at the fit session, not discovered in Month 2.
2. **The buyer's own deadline**
   The research card gives the SDR the regulatory or ERP context before the call, so the opener names the buyer's own deadline.
3. **Compliance Guard**
   Every message stays within consent and do-not-contact rules, which finance buyers notice.
4. **Scored and approved**
   The Qualification Analyst scores each meeting against the five criteria; your dedicated account manager approves.

Setup takes 14 days and does not count in your month. Each meeting brief reaches you 24 hours before.

Sample opener angle ILLUSTRATIVE, NOT A SCRIPT.

> “With [regulatory phase or ERP change] due by [date], finance teams at companies your size are deciding whether to [manual approach] or automate. We help finance leaders do the second; 20 minutes would show you the numbers for a company like yours.”

04 CRITERIA & NEXT STEP

How a meeting qualifies, what you can measure

The five qualification criteria

#	Criterion	In this sector
1	**Inside the ICP.** The company is inside the approved ideal customer profile.	Companies and institutions; banks-only targeting is declined at the fit session.
2	**Decision-maker attends.** A decision-maker from the approved titles list attends, or an influencer you approved in advance.	A finance decision-maker from the titles above, or an influencer you pre-approved.
3	**Need in their words.** They state the need in their own words, documented in the recording or summary.	They state, in their own words, the finance process or deadline behind the meeting; the Qualification Analyst scores it and your dedicated account manager approves.
4	**Held 20+ minutes.** Held for at least 20 minutes, with your named representative invited.	Same in every sector.
5	**Net-new.** Net-new to you: not a current customer, not an open deal, not excluded.	Same in every sector.

What you can measure

Measure	Value	Basis
Closing-ready meetings per month	**20**	Contract
Qualified floor	**≥ 18 of 20 (90%)**	Contract
Minimum held time	**20 minutes**	Contract
Meeting brief before each meeting	**24 hours**	Contract
Your window to accept or object	**2 business days**	Contract
Refund per unqualified meeting	**USD 275 (SAR 1,031) or a replacement**	Contract
Setup	**14 days, not counted**	Contract
Typical sales cycle	**~98 days**	Sector reference · Focus Digital, 3 Jul 2026

> Same offer in every sector: **20 closing-ready meetings a month for USD 5,500** (SAR 20,625), month to month. At least 18 of 20 qualify; for each one that doesn't, USD 275 (SAR 1,031) back or a replacement. Need more? Customise from 20 to 60 meetings a month, in steps of 5, at the same USD 275 per meeting.

See the numbers for B2B fintech & finance automation in your market

Your free Market Opportunity Report shows how many target accounts fit your profile, a 200-account sample with decision-maker phone coverage, 5 live buying signals and a decision-maker map, within 48 hours. **«Check my market, free»** · «Read the one-page contract»

Remote Pro Ai

FREE · 48 BUSINESS HOURS

Check your market before you pay anything

Your free Market Opportunity Report in 48 business hours: can it carry 20 a month? If not, we say so.

WRITE TO US

info@remote-pro.ai

ON THE WEB

remote-pro.ai/growth

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