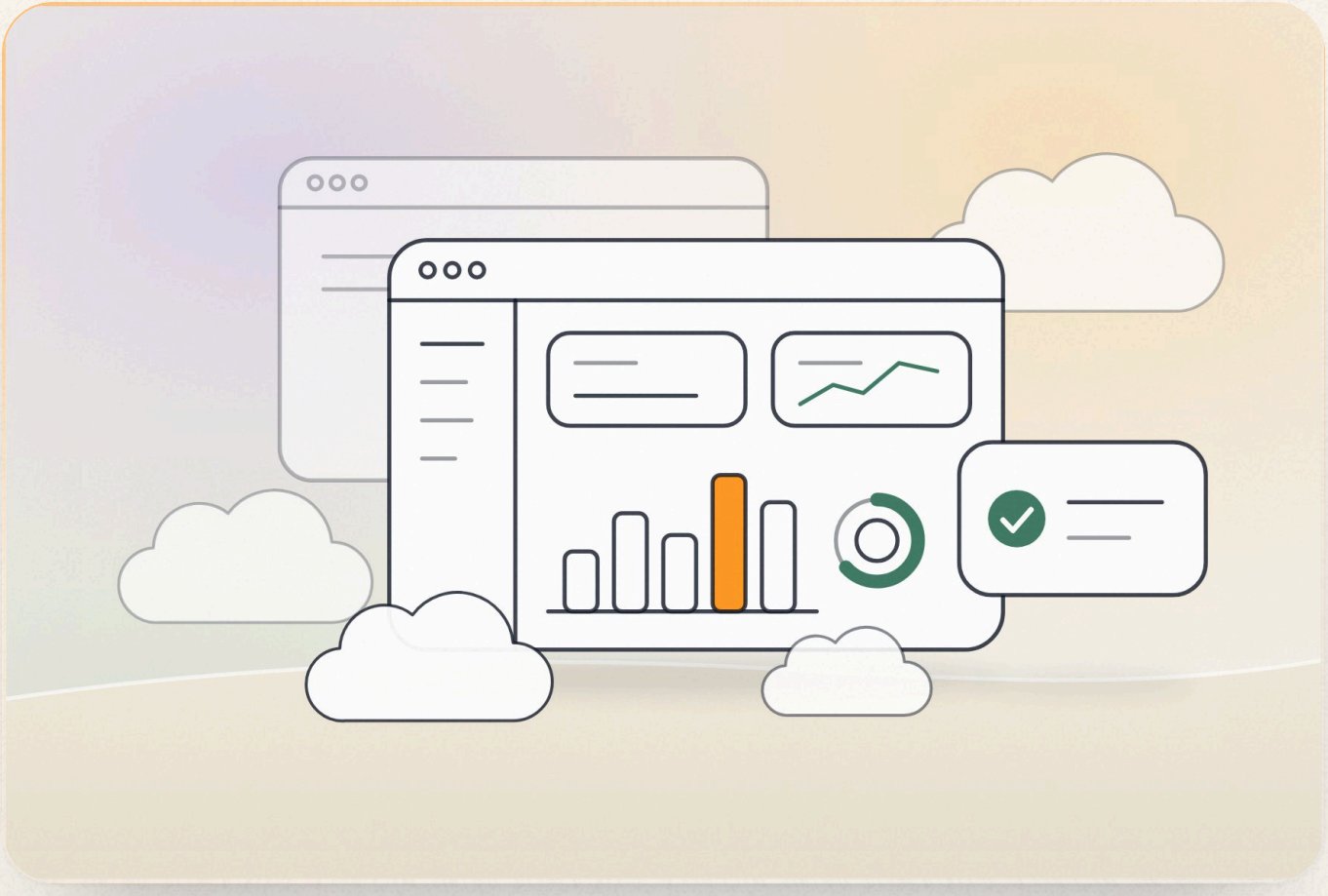
Remote Pro Ai

DRAFT

GROWTH TEAM · SECTOR FILE

SaaS & B2B software · sector file

Regular demos with decision-makers, independent of inbound and referrals.



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

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01 SAAS & B2B SOFTWARE · SECTOR FILE

Outbound sales development for SaaS and B2B software companies

CORE SECTOR FROM OUR SECTOR STUDY · OCTOBER 2026

Regular demos with decision-makers, booked by a senior team that has sold software in the Saudi market, and counted only when they take place.



Regular demos with decision-makers, independent of inbound and referrals.

The market at a glance

USD 3.3bn
Saudi SaaS market in 2025

12.89%
yearly growth (CAGR) to 2034

~90 days
typical software sales cycle

67%
SaaS and tech firms that outsource part of lead generation (indicative)

Sources: IMARC, 2026 · Focus Digital, 3 Jul 2026 · Stealth Agents composite, 2026 (indicative).

What holds sellers back here

- Demo calendars that depend on inbound and referrals, so pipeline swings month to month.
- Account executives prospecting instead of closing.
- Generic sequences that burn sending domains and get few replies.
- Trials and demos booked with the wrong people, who cannot buy.

Who works your accounts

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

A person makes every call. Every message is approved by a person.

20
closing-ready meetings a month

18 of 20
qualify at minimum, or money back

USD 5,500
a month · SAR 20,625 · month to month

14 days
free setup, outside the delivery month

02 WHO IT FITS · WHO DECIDES

The profile we target, and the people in the room

The profile below is the starting point of your Day 1 kick-off. Your dedicated account manager turns it into a written, approved ICP for your offer.

Ideal customer profile

Profile	Who it fits in this sector
Company	Established B2B software vendors with a live product and reference customers
Deal value	First-year deal value of at least **USD 36,000 (SAR 135,000)**: the eligibility gate in every sector
Sales motion	A demo-led or consultative sale, and a team that can close
Markets	Selling into Saudi Arabia and the Gulf, or expanding to the UK, Europe or the US
Buyer side	The owner of the problem your product solves: operations, finance, HR, IT or sales leaders, agreed per account in the ICP
Not a fit	B2C offers, products not yet launched, buyers that are only government or only banks, offers with no one on your side to attend meetings, or a requirement that we guarantee the close.

Decision-makers we reach

#	Title	Counts under criterion 2 as
01	Founder / CEO	Decision-maker
02	Chief Revenue Officer	Decision-maker
03	VP or Director of Sales	Decision-maker
04	Commercial Director	Decision-maker
05	Head of Business Development	Decision-maker
06	Head of Marketing (demand)	Decision-maker

> On the buyer side we reach the owner of the problem your product solves: operations, finance, HR, IT or sales leaders, agreed per account in the ICP.

03 SIGNALS · METHOD

When to call, and how we work the sector

The platform tracks these events across your account base and puts the signal that makes now the right time on the research card before every contact.

Buying signals we track

- Hiring account executives or SDRs
- New funding or investment
- A new market or language launch
- Partner or integration announcements
- Event participation (LEAP, GITEX)
- Rapid headcount growth

Signals indicate probable demand, not a guaranteed intention to buy.

How the Growth Engine applies here

1. **Day 1 · Define**
   We define the roles that feel the problem your product solves, and the value message for each.
2. **Days 2–14 · Build**
   Domains and numbers in your name, and a verified account base against the ICP.
3. **From Day 15 · Outreach**
   The team calls from a signal-ranked list; messages are personal and approved by a person.
4. **Every demo · Qualify**
   Scored 0–100 against the five criteria, approved by your dedicated account manager and protected by the Triple-Lock.
5. **Within 4 hours · Deliver**
   Follow-up kit and CRM sync (HubSpot, Salesforce, Zoho) after every demo.

> “We noticed [company] has opened [number] sales roles this quarter. Teams at that stage usually hit the point where [problem] slows them down. If that is on your plate, a 20-minute look at how [your product] handles it would be worth your time, or I’ll step back.”

Sample opener angle · illustrative, not a script

04 CRITERIA · REPORTING · NEXT STEP

What counts, what you see, what comes next

The five criteria, applied

#	Criterion	Applied in this sector
1	**In the approved ICP**	The account sits inside the ICP approved at Day 1, with the problem owner agreed per account.
2	**The right decision-maker**	A title from the approved list attends, or an influencer you approved in advance.
3	**A stated need**	They state, in their own words, the problem your product solves.
4	**Held, 20 minutes or more**	The demo is held for 20 minutes or more, with your named representative invited.
5	**Net-new to you**	Not a current customer, not an open deal, not on your exclusion list.

Accept or object within 2 business days, naming the criterion; no reply within that window means accepted.

What we report

Measure	Standard	When
Closing-ready meetings	20 contracted each month	Monthly statement
Qualified rate	At least 90% (18 of 20)	Monthly statement
Quality score per meeting	0–100 against the five criteria	Every meeting
Triple-Lock confirmation	Three time-stamped steps on the meeting card	Every meeting
Brief and follow-up kit	24 hours before · within 4 hours after	Every meeting
Weekly plan	Priority accounts, signals in play, meetings scheduled	Sunday
Video report	What happened, what was learned, what changes	Thursday
Refunds or replacements	USD 275 (SAR 1,031) per unqualified meeting	Monthly statement

> 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. Customise from 20 to 60 meetings a month, in steps of 5, at the same price per meeting.

Next step: see the numbers for SaaS & B2B software 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. If your deals fall below the gate, we widen the segment, add a market or decline; there is no reduced guarantee.

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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