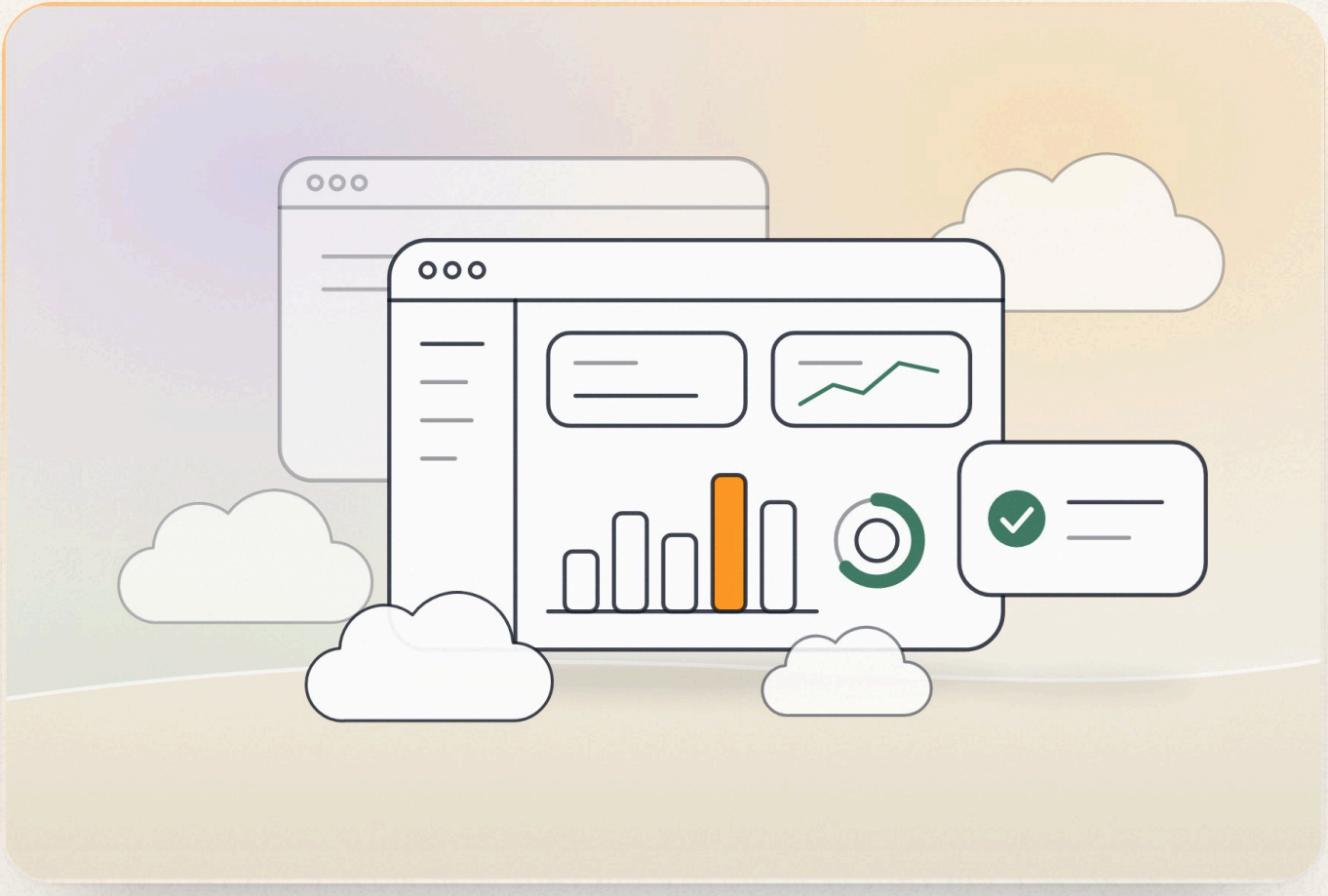
Remote Pro Ai

DOCUMENT

GROWTH TEAM · SECTOR FILE

SaaS & B2B software · sector file

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



DATE	VERSION	LANGUAGE	PAGES
3 November 2026	v3.0	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-day
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 contracted delivery network: a named team of 5 plus a team lead, dedicated to you and led by your dedicated account manager, with Gulf-dialect callers for Gulf prospects.

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

20
closing-ready meetings in every delivery month

2
closed deals within 30 days of the first meeting

USD 275
per accepted meeting · nothing upfront in month one

18 of 20
qualify at minimum, else replaced or refunded in cash

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	A **minimum deal value**, set with you at onboarding, at which a signed contract or a first invoice paid counts as a closed deal; set it where two deals matter to you
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 reached only through public tenders, offers with no one on your side to attend meetings, or a minimum deal value too small for two closed deals to matter to you.

Decision-makers we reach

#	Title	Counts under criterion 1 as
01	Founder / CEO	Budget decision-maker (criterion 1)
02	Chief Revenue Officer	Budget decision-maker (criterion 1)
03	VP or Director of Sales	Budget decision-maker (criterion 1)
04	Commercial Director	Budget decision-maker (criterion 1)
05	Head of Business Development	Budget decision-maker (criterion 1)
06	Head of Marketing (demand)	Budget decision-maker (criterion 1)

> 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 and regional trade shows)
- 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**
   Checked against the four criteria with the prospect's e-mail as evidence, and signed off by your dedicated account manager.
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



The evidence folder per meeting: brief, the prospect's e-mail, recording reference, scorecard.



The 30-day clock for two closed deals starts at the first delivered meeting.

04 CRITERIA · REPORTING · NEXT STEP

What counts, what you see, what comes next

The four criteria, applied

#	Criterion	What it means, with its evidence
1	**The budget decision-maker is in the meeting**	The person who can approve the spend attends, or a delegate named in writing; the mandate is confirmed on the call.
2	**Need and timing confirmed on a recorded call**	The prospect states, in their own words, the problem to solve and when they intend to decide; the recording reference is attached.
3	**The prospect received your offer summary**	A one-page summary of your offer, with your price or price range as agreed at onboarding, sent and acknowledged before the meeting.
4	**The prospect asked for the meeting in writing**	A formal e-mail from the prospect's company address requesting the meeting to discuss contracting: the evidence, yours to keep.

In this sector: The account sits inside the ICP approved at Day 1, with the problem owner agreed per account.

Accept or object within 2 business days of the scorecard, naming the criterion; silence is acceptance. A service head outside your account team decides within 2 business days, from the recording, and the decision reaches you in writing. A no-show is never billed and never counted.

What we report

Measure	Standard	When
Closing-ready meetings	20 contracted in every delivery month	Monthly statement
Qualification floor	At least 18 of 20, against the four written criteria	Monthly statement
Evidence per meeting	Brief, the prospect's e-mail, recording reference, scorecard	Every meeting
Accept or object	2 business days; silence is acceptance; an independent service head decides in 2 business days	Every meeting
Replace before refund	Replacement within 10 days, else USD 275 (SAR 1,031) in cash within 5 business days	Monthly statement
Two closed deals	Within 30 days of the first delivered meeting, or we keep working free	Portal clock

> Same offer in every sector: **20 closing-ready meetings in every delivery month** at USD 275 (SAR 1,031) per accepted meeting, and 2 closed deals within 30 days of the first delivered meeting. At least 18 of 20 qualify; a missing or unqualified meeting is replaced within 10 days or refunded in cash. Month one is invoiced weekly for accepted meetings only, nothing upfront. Customise from 20 to 60 meetings in steps of 5 at the same rate. Optional, your choice: we close the deal for you at USD 1,500 (SAR 5,625) per deal closed by us.

Next step: a free 5-day market check for SaaS & B2B software. One questionnaire call, then your ideal customer profile and 50 named target companies with the decision-maker role at each, and a go or no-go review. If the market cannot carry 20 a month, we say so and stop. No cost either way.

CHECK MY MARKET, FREE READ THE GUARANTEE ON ONE PAGE

Remote Pro Ai

FREE · 5 DAYS · NOTHING UPFRONT

A free 5-day market check before you pay anything

You see your ideal customer profile and the 50 named companies we will call before you sign anything.

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Remote Pro Ai contracts with its clients in Saudi Arabia and the United Arab Emirates through its Saudi company, Mohammed Ali Al Khuraim Information Systems Technology Co., Al-Khobar, CR 2051247519, Unified National No. 7034596812, TIN 3116280154, and every contract is governed by Saudi law.