

Job Description for WatchGuard Product Sales Manager

Person:

Reporting to: Sales Director



Role

The role of the Product Sales Manager is to develop the business and revenue for our products, by recruiting, training, motivating resellers and developing business opportunities for the resellers with end user customers. Specific experience and knowledge of IP technologies, security and is essential.

This is an external role and will involve travel around the country and occasional overnight stays and is office based in Woking.

Person needs to be very enthusiastic, sales focused and familiar with business development.

Measures

- To meet or exceed margin targets and revenue.
- To meet or exceed agreed KPIs as set by the Sales Director.
- To achieve a minimum number of appointments per week.
- To broaden the product range within an account set in accordance with goals set.
- Deliver an annual vendor plan to be reviewed with the vendor and Sales Director on a monthly basis
- Agree quarterly activity plans with resellers and monitor them.
- Work with marketing department to produce a quarterly marketing plan for your given product set.

Objectives

- To achieve & exceed margin targets agreed with the Sales Director
- Recruit – Develop you product portfolio into the account base or new resellers.
- To demonstrate complete ownership of your product.
- Pipeline Forecast - To provide a regular sales margin forecast to Sales Director which is 90% accurate and ensure you pipeline is always 100% up to date
- To maximize revenue opportunities for set products
- 2 hour SLA – To ensure all your customers correspondence's are acknowledged and responded to within 2 hours.
- To provide training for internal staff and external customers and ensuring knowledge is tested regularly.
- Call Outs -Manage 121 call outs ensure you provide a target list to the account manager's before the call out day
- Support account managers – Support account manage with product knowledge, training, and complicated quotes.
- Promotions - Drive and communicate promotions within the account managers team and customers.
- To ensure all projects based opportunities are highlighted to Sales Management and Credit Management.
- Developing strategic relationships with Resellers, qualifying and forming relationships between the Reseller, Vendor and Wick Hill resource's with multiple and single decision-maker contacts within the account base.
- To generate, qualify and follow up leads within the Wick Hill system, bringing such leads to a timely conclusion with tracking information.
- Using the CRM systems to keep accurate records of all contacts made with Resellers.
- To work as part of a team with internal sales, product/sales management and marketing, sharing information and maximising effectiveness within the Reseller base,
- To maintain a professional relationship with the local vendor team and to ensure that supplier is involved in all discussions as appropriate.
- Price lists – ensure all price lists for you products are up to date and communicated to the sales team.

Job Description for WatchGuard Product Sales Manager

Person:

Reporting to: Sales Director



-
- To report every month to the Sales Director a sales forecast, which is discussed with the vendor and the rest of the team.
 - Work with the internal sales team, to get appointments and provide trip reports from visits so account managers know what has happened from visit.
 - Services – Drive and sell services and training for you product.
 - Tender responses and key opportunity involvement through the whole sales process
 - Deal with the commercials with both vendors and resellers relating to deal registration, discounts and rebates
 - Position network security solutions to end users and resellers through onsite visits, web demos, presentations and Trade Shows.
 - Maintain vendor partner programs with resellers, including certifications, training, marketing spend and plans and discount structures.
-

Competencies

- PC Literate, intermediate knowledge of MS Office and specifically Excel.
- Proven channel experience with proven track record of achievement to target in a business development role.
- Knowledge of security products and/or knowledge of networking environment, preferably Firewalls and with experience in the IT sector.

Profile

- Proven experience in growing a business and recruiting new partners
- Ability to work on own initiative and plan activities
- Like travelling, be on the road a minimum of three days a week visiting new and existing resellers approximately
- Salary would be split 60:40 between base salary and OTE.
- A car allowance is provided