



December 2020

VirsaE Inc.

P O Box 59366

San Jose, CA

95159-0366

USA

VIRSAE POSITION DESCRIPTION

Position: **DIRECTOR OF CHANNEL DEVELOPMENT**
Position Management: **VP SALES, N. AMERICA**

Description

The Director of Channel Development (DCD) is an individual contributor role, responsible for acquiring and growing a base of MSP and VAR Channel Partners. Manage existing partners and identify, recruit and on-board new channel partners to build the business. Develop partner specific sales and marketing plans to increase marketing and selling efforts. Coordinate with partners to identify and drive sales opportunities to meet revenue objectives.

Work with internal and partner resources to enable partners to create and implement channel engagement programs, assisting with sales opportunities, training of sales and support personnel, and establishing strategic relationships at executive level within the reseller.

The DCD communicates well:

- The DCD demonstrates knowledge of the telecommunications industry and VirsaE solutions and value propositions.
- The DCD works with Marketing to increase sales through events and other activities.
- The DCD works with Operations to ensure adequate resources are available to the reseller.
- The DCD works with Business Operations to ensure all business logistics are established with the partner.
- The DCD works with Customer Success to assure partners and end customers have exceptional customer experience.
- The DCD is a well-motivated self-starter requiring minimal management and possesses leadership skills and suggests ideas for the company's development.
- The DCD promotes teamwork and camaraderie amongst co-workers.

Qualifications

Tertiary qualifications are not necessarily a prerequisite and suitable work experience will be considered a qualification. Specifically:

- 5+ years of Channel Management, Business Development, Field Sales, Sales Engineering, or Product Marketing experience, with a technology company.
- Demonstrated ability to manage and close large, complex opportunities.
- Proved record of acquiring and developing Channel Partners to achieve targeted revenue objectives.

- Experience working in a fast-changing environment that requires strategic thinking, resourcefulness, and results-oriented decision making.
- Strong sense of urgency and personal accountability.
- Demonstrated interpersonal and conflict resolution skills.
- Ability to communicate with all areas of the company at all levels within the organization.
- Must be hands-on with solid attention to detail.
- Proficient with MS Office applications.
- Comfort developing and delivering sales presentations
- Must possess excellent verbal and written communication skills

Duties

The DCD recruits and sustains resellers, develops relationships with them, and executes to the channel plan developed in association with the VP Channel Enablement.

The duties that the DCD performs are improving client utilization, preparing and delivering customer presentations, facilitating all communications with resellers, managing account profiles, monitoring competitor activity, forming plans for increasing market share and communicating channel activities.

Specifically:

- Manage daily sales activities with partners to achieve revenue objectives for new business
- Proactively manage existing customer renewals to achieve retention targets.
- Maintain timely and accurate account records and sales forecasting in Salesforce.com.
- Coordinate with channel partners to develop joint business plans and build positive working relationships to maximize product sales within their customer base.
- Provide product training and sales coaching to partners
- Work with partners to conduct sales calls to end user customers.
- Provide quotations and pricings and develop and review sales proposals with partners.
- Resolve partner related issues and sales conflicts in a timely fashion.
- Assist in promotional activities to increase sales.

The DCD must be willing to travel both domestically and internationally. The DCD should have an up to date passport.

Salary

The salary of the DCD is made up of a base component and an “at-risk” component that is related to revenue targets for new business and renewals. The total package is designated On Target Earnings (OTE). The ratio of base to at-risk is established by considering the relative experience of the incumbent along with the maturity of the assigned resellers and the opportunities for growth.

In principle, Virsae expects the DCD to achieve their OTE.