

Position Title: DAP Sales Supervisor

Department: Comstor US

Reporting Relationships:

Reporting to: Vice President - Sales

Potential Direct Reports: Sales Associates
Account Managers
Senior Account Managers

Purpose of the position

Comstor is looking for a highly motivated and goal driven individual to manage, lead and mentor a DAP (Distribution Accelerated Partner) Sales Team in Lafayette, Colorado. The DAP Sales Manager will support the US DAP customer base for Cisco products and solutions.

- Lead and motivate a team of sales and sales-related individuals
- Develop and implement strategies to manage and grow business (e.g., incremental and add-on sales, new customers)
- Identify and pursue new vendors to add to the portfolio
- Ensure customer experience results in repeat business

Duties and Responsibilities

Business Management

- Work with appropriate individuals to develop go-to-market strategies
- Explore new opportunities for generating incremental revenue
- Analyze and monitor the performance of the assigned business sector and provide feedback to relevant parties within work group
- Gain thorough understanding of customer business and strategic plans as they relate to Westcon products and services
- Ensure sales order and inquiries are processed effectively and within an acceptable time limit
- Assist marketing efforts as required
- Seek out and recommend appropriate products to build portfolio.
- Coordinate and ensure the efficient management of stock control in relation to ordering, rotation, price protection, rebates, and reporting
- Deliver credible technology overviews on multiple topics
- Identify, negotiate, and execute corrective measures for internal business systems, processes, and practices, as necessary
- Prepare budgets and approve budget expenditures

People Management

- Identify and select new sales team members
- Develop sales team talent by advising, guiding, and mentoring individuals
- Ensure relevant sales teams training (e.g., product training, quoting, order processing)
- Review team members' sales pipelines and provide input that will lead to gains in market share.
- Negotiate and Distribute Quarterly Quota Assignments and communicate the business justification for those assignments

Sales

- Perform sensitive business negotiations with management level customer contacts
- Deliver in-person business presentations for management and executive level customer contacts.

Customer Support

- Provide support to Sales team on escalated customer issues
- In conjunction with the Account Manager, ensure all partners understand Westcon offerings to increase sales with these customers.
- Conduct sales and product orientation training with resellers as required
- Build and sustain a business relationship with vendors
- Perform sensitive and complex inter-departmental negotiations to satisfy customers' financial, technical, and marketing needs

Administrative/Self Development

- Chair/attend all required internal and external meetings
- Present senior management with regular sales forecasts and analyses
- Maintain and develop own knowledge of Westcon services portfolio through vendor and third party partners taken to market via the reseller channel
- Ensure back office systems are set-up and working correctly (e.g., pricing discounts, reports, rebates, quoting, etc)

Other duties as requested

Knowledge

- Technology:
 - Experience in the Networking and Unified Communications Industry including knowledge of Cisco's Hardware, Software and Service Solutions
 - Good knowledge of Westcon product portfolio offerings
 - Good knowledge of IT/Telecom industry
 - Ability to use standard software: MS Office Applications
 - Understanding of products from a sales & technical perspective
- Finance:
 - Knowledge of and ability to accurately apply pricing, Gross Profit, discounts, margin calculations

- Business/Marketing:
 - Business Analysis and Territory Plans that include Strategic and Tactical Initiatives
 - General understanding of marketing including product demonstrations
 - Understand the market and competitive landscape
 - Plan and set goals and objectives in line with company goals
- Sales:
 - In depth understanding of the sales cycle (including identifying new business opportunities)
- People Management
 - Leadership techniques
 - Coordination of people and resources

Skills

- Leadership and Motivation
- Strategic Analysis
- Long-Range Planning
- Decisiveness
- Industry/Company Knowledge
- Relationship Building
- Customer Focus
- High Impact Communication
- Improving Performance
- Versatility and Resilience

Qualifications

- Minimum 6 years industry specific sales experience or 2-3 years of industry specific sales management experience
- Technical background and experience with technology
- Background in product management
- College degree preferred

Operating Environment

- Busy sales office
- Site visits – Corporate customers

- Direct own efforts and work efforts of others

Key interactions

Type of Contact	Position	Nature of Contact
External	Reseller	Offer sales support as required.
External	Vendor	New: Identify and explore possible new relationships through to contract negotiation. Existing: Maximize support and relationship.
Internal	Manager	Provide analyses and forecasts, update on customer issues, and engage support for marketing and sales activities
Internal	Sales Associates, Account Managers, Sr. Account Managers	Train and support for product positioning and sales. Provide guidance.
Internal	Sales Support Representatives	Train & support for product, quoting and ordering requirements
Internal	Finance	Advise on rebate claim arrangements and ensure timely and accurate submission.
Internal	Marketing	Work closely to develop and implement marketing activities
Internal	Operations	Recommendation on stock requirements

Measures of Success/Metrics

- Achievement of gross profit and revenue goals
- Meeting growth targets for business/product area
- Staff development

Disclaimer: The above statements are intended to describe the general nature and level of work being performed by employees with this job title. This job description is not intended to be construed as an exhaustive list of all responsibilities, duties, tasks and/or skills required of employees with this title. An employee may be required to perform other related duties not listed on this job description provided that such duties are characteristic of such classification. In addition, job descriptions may be altered to accommodate the needs of the company and new responsibilities may be added to this current job description.