

Position Title: Business Development Manager

Department: Security Sales Team

Reporting Relationships:

Reporting to: Sales Director, VP Sales

Potential Direct Reports: None

Purpose of the position

Work with vendor and sales team to develop and execute growth programs for IBM/ISS

Duties and Responsibilities

- Establish strong, productive vendor relations
- In coordination with sales staff, works within customer accounts to position product line
- Build visibility with customers to create a complete solution sales of the IBM/ISS product and services set
- Influence customers to add to their product offerings
- Build relationships with all key vendor contacts
- Proactively engage with customers to sustain and find new business
- Develop quarterly plans for achieving market growth and incremental sales
- Provide quarterly reviews of plan execution
- Refine growth plans on an ongoing basis as new concerns come into play
- Work with marketing to develop programs for demand creation and sales development
- Work with appropriate internal staff to develop go-to-market strategies
- Represent vendor's product effectively and accurately
- Present vendor marketing programs and objectives to sales force
- Research potential resellers for new resale opportunities
- Coordinate with vendor sales representatives to bring in leads
- Develop leads
- Position Westcon as the premier partner for both the vendor and reseller
- Chair/attend all required internal and external meetings
- Track competitive issues and log of pricing issues, corrections, and results

Other duties as requested

Knowledge

- Demonstrate proficiency with Westcon's systems, sales process, and the IBM/ISS product offering
- Technology:
 - Good knowledge of entire Westcon product line
 - Excellent knowledge of products in assigned portfolio
 - Good knowledge of IT/Telecom industry
 - Understand how Westcon products apply to the service provider market
 - Understand the sales and manufacturing cycle of all of assigned products
 - Ability to use standard software: MS Office Applications
- 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
 - Demonstrate Strong business development skills
 - Understand inventory management including backorder and product changes

Skills

- Strategic Analysis
- Knowledge of IBM/ISS product set
- Relationship Building
- Long-Range Planning
- High Impact Communication
- Customer Focus
- Decisiveness
- Versatility and Resilience
- Leadership and Motivation
- Improving Performance

Qualifications

- Minimum 3 years sales experience
- Minimum 5 years experience in IT networking (either sales or product management)
- Technical background and experience with technology
- College degree (preferably business, marketing, or management)

Operating Environment

- Busy corporate office
- Face-to-face meetings: customers, vendors
- Direct own efforts

Key interactions

Type of Contact	Position	Nature of Contact
External	Resellers	All business is transacted and managed through the channel therefore they are key to the success of the business.
External	Vendor	All information regarding product portfolio, product information, training etc. All levels of vendor from admin to management.
Internal	Senior Management	Business planning and strategy Vendor meetings Performance Customer visits
Internal	Sales Team	Leveraging account managers to support, sell, and manage customer expectations in relation to product range.
Internal	Sales Support Staff	Ensure they are motivated and managing sales support issues.
Internal	Product Marketing Manager	Line management – reviewing performance, escalation point, coaching and mentoring
Internal	Marketing	Promotional activities and corporate programs

Measures of Success/Metrics

- Achievement of gross profit and quarterly sales volume goals
- Achieve revenue and margin goals for targeted vendors
- Vendor-specific quarter MBOs (e.g., enhance operational and business planning processes, performance of key technology products, etc)
- Distribution market share position – goal is to be #1

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.