



Director Sales – North America

Region: North America

Location: United States

Key Accountabilities:

- Capable of managing direct sales process for strategic opportunities in the retail vertical for Enterprise Retail Management Software.
- In charge of developing close relationships with key target customers.
- Maintain and expand Channel Partner Network to maximize indirect revenue generated from partners, beyond current growth rates and exceed targets.
- Develop a partner network strategy to grow and expand markets
- Support and drive sales activities and grow the business as a Channel Sales Manager.
- Manage full sales cycle, from the inbound conversion to closure, and then post-sale account management for upselling.
- Develop effective sales plans to ensure revenue delivery and sustainable growth.
- Meet and exceed revenue and profit targets for the region as well as provide accurate and timely sales forecasts to senior management.
- Gather market information from multiple sources, to analyze competition and consumer/market trends.
- Establish strong relationships based on knowledge of customer requirements and industry trends.
- Effectively manage customer relations through Quarterly Customer Business Reviews
- Overall ownership of the opportunities generated and contract negotiation process. This includes responsibility for proposals, contracts and pricing approval for licenses and professional services
- Create and drive a Demand Generation Strategy for retail industry
- Responsible for growing our retail software business through strategic lead generation, research, and cold outreach via phone calls and emails.
- Use your experience in sales to work with management to refine our sales strategy, messaging, and sales process.
- Interact with other departments such as: Marketing, Professional Services, Global Support and Product Management.
- Proactively assess, clarify and validate channel partner needs on an ongoing basis
- Provides basic technical and commercial support to indirect partners
- Support the implementation of the regional commercial and marketing plan, including tactics to accomplish growth targets.
- Works closely with Regional Head and Executive Management team to execute tactics to achieve business objectives.



- Provides feedback, information, market intelligence and recommendations to improve market penetration.
- Manages weekly forecasting routines for all direct and channel partner leads and opportunities.
- Populate and update CRM with forecast and strategic data of customers from the target region.
- Works in partnership with marketing and product management, provide input on both marketing and technical resources needed to ensure the highest quality training for our partners.
- Highly effective in a matrix organizational environment
- Clear and engaging communication and presentation style
- Builds rapport and robust relationships as well as influencing at all levels including C-Level.
- Resilience and resourcefulness to make change happen, no matter how challenging
- Self-driven

Measures of Success:

- Meet and Exceed Revenue Targets
- Maintains high partner engagement
- Expansion of existing channel partners
- Meet revenue objectives, partners' expectations, and customer satisfaction metrics
- 100% support and subscriptions annual renewals

Essential Requirements:

- 15+ years of corporate sales experience working in Direct Sales, Channels / Resellers / Partner environment.
- Experience in selling Retail Software
- Fluent English
- Substantial experience in sales
- Experience in partner and channel management a plus
- Professional qualification preferred
- Ability to manage the life-cycle for direct or channel engagements, from scouting and alignment, negotiations to close agreements, successful on-boarding, and hands on operational help.
- Resident and available to work in USA.
- Availability to travel inside the country and near countries with possibility to spend nights outside and weekends.

Additional Responsibilities:

- Organizes time to cover ongoing priorities and will make arrangements to cover whenever absence is unavoidable; understands that rewards are commensurate with effort and invests the time to get the job done; uses time efficiently during regularly scheduled hours so that extra hours are not inevitable, but is responsive to additional requirements or demands when necessary
- Increases sales with existing customers by stimulating the demand for currently purchased products and services; makes a proactive effort to build volume within established accounts by expanding the breadth of products purchased; monitors the potential for growth in volume by regularly tracking the purchasing history and spotting trends or problems in need of a solution; sees herself as responsible for facilitating the customer's reorder and replenishment process
- Focuses on sharing information in an exciting and memorable manner; prefers group presentations; focuses equally on preparing delivery and content; stages a formal presentation to promote a more intangible product or service; responds to audience cues and reactions by altering a prepared presentation as it progresses
- Uses strong personal identification with the product to influence others to promote and sell the product line; keeps the distributor fired up and committed to buying into a program or plan; works with other salespeople to help them close the large or elusive deal; breaks up the selling cycle into small increments and sets goals for each step; maintains the pressure to move forward through each step without becoming too pushy or overbearing; proactively reinforces the purchase decision, recognizing the risk that a product or program can be supplanted by the competition.
- Demonstrates a commitment to the continuous education and training of others as a means of increasing their overall competency and productivity; prepares more structured sessions to cover the most critical areas of learning for the audience; stays on top of information needed by colleagues and customers in an effort to serve as a resource; takes responsibility for motivating others to learn and retain key information; reinforces what is being taught through periodic repetition; regularly assesses individual and group competencies and routinely addresses them by adjusting the training
- Understands the critical role joint calls play in the ongoing development of salespeople; commits to using joint sales calls as opportunities to share expertise; demonstrates effective techniques; observes progress and judges the effectiveness of assigned salespeople; is dedicated to providing backup and expertise to help salespeople secure a close; accepts a supporting role in the sales process and sets level of involvement in accordance with what the primary salesperson needs.



- Develops a comprehensive knowledge of products and potential applications; understands that up-to-date knowledge is required to maintain credibility as a subject matter expert with distributors and end-users; acquires knowledge through sources of published information supplemented with personal internal and industry contacts; keeps current on product/service developments through more formal learning opportunities; assumes the role of resident expert and develops product knowledge for the purpose of serving as a resource to others.