

Partner Manager

The prime responsibility of the role is to develop and drive incremental business through Partners and Channels. You will take overall responsibility for the direction of the Partners & Channels sales function in a stand-alone role but working closely with the Partners as well as the Intercede sales team.

Whilst supporting Partners to close Intercede related MyID business, the role also delivers lead generation targets from the Intercede Partner & Channels community that result in qualified opportunities which the Sales team close.

The successful applicant will be expected to:

- Ensure that the Partners & Alliances team contributes to the business in achieving its short, medium and long term targets (pipeline, closed sales and sold margin) as agreed in the annual budgets.
- Provide clear input for the product team and works closely with the marketing team to develop Partner focused Go to Market propositions, events and communications.
- Build, leverage and maintain relationships with ISV's, SI's and strategic Technology Vendor's.
- Work with the Sales Team selling a broad range of high value, complex, technical solutions, in infrastructure and networks across a number of vertical market sectors.
- Act as a representative and ambassador for the company.

The role requires a high level of interaction with Intercede Sales and Sales Management, Pre-sales, Marketing, Professional Services, Customer Support, Customer Integration and strategic suppliers both at UK and International level.

In building a mutually effective working relationship, the role requires an understanding of the unique needs, infrastructure and dynamics of the credential management/PKI market. This also involves the ability to effectively communicate the company's capabilities in order to maximize all opportunities and win profitable business. The ability to multi task, work closely with the Sales team and work within deadlines whilst observing the standard operating sales practices is fundamental.

<p>PRINCIPLE ACCOUNTABILITIES</p>	<ol style="list-style-type: none"> 1. Manage and develop opportunities in the assigned Partners and Channels to achieve specific budgets and metrics, such as: visits, pipeline metrics, and most importantly, Sales and Revenue targets. 2. Communicate regularly and effectively to the Partner base to present the strengths, capabilities and USPs of Intercede. 3. Ensure that the partner, customer and opportunity profile information is kept up to date in the corporate CRM system, such as; e.g. visit reports, opportunity funnel and other relevant systems. 4. Ensure a high level of service by being responsive to the customer needs with regards to commercial, technical and service queries as necessary. 5. Develop and maintain strategic business relationships with all Partners & Channels, ensuring a collaborative approach to the customer base 6. Effective interface within the organization to ensure collaborative and productive interaction to support the prospect base, with particular emphasis on commercial marketing, technical support, credit/finance and other support departments 7. Achieve prospect/customer/Channel visit rates in line with corporate objectives and targets 8. Secure agreed levels of marketing funding from the Channel/Partners 9. Comply with all sales processes respecting the standard operating procedures and be seen as an example to others 10. Ensure regular communication with Intercede management and your line manager and actively prepare for annual and bi-annual appraisal 11. Additional projects or duties as the management at times may require
<p>KNOWLEDGE, SKILLS AND EXPERIENCE</p>	<ol style="list-style-type: none"> 1. Minimum of 5-10 years' indirect sales experience, preferably educated to degree level with strong technical, product and/or market segment knowledge. A background in and understanding of the credential management/PKI market is a preference 2. Able sell a broad range of complex, technical solutions in infrastructure and networks through Capex and Opex arrangements. 3. A track record of building, managing and developing virtual sales teams in medium / large UK/ European Partner/Channel organizations 4. A track record of selling complex IT solutions at Board level to medium / large organizations within UK /Europe (both directly and indirectly) 5. Proven sales knowledge as well as best practice sales techniques (SPIN, Solution Selling etc.) 6. Be a self-starter, focused on achieving the end results 7. Excellent communication, interpersonal and presentation skills and possess an aptitude to win customers and Partners alike 8. Strong commercial and business acumen, highly motivated and organized. 9. Able to work under pressure, have a sense of urgency whilst maintaining an attention to detail 10. Lateral thinker, able to handle tactical operational issues when required 11. Able to work under own initiative and as a member of a team

COMPETENCIES	INDICATORS
Daily Management Skills	<ul style="list-style-type: none"> Actively manages the pipeline and ensure that the CRM system is updated on a daily basis. Accurate record keeping and reporting. Deals with routine work efficiently e.g. responsive to e-mail, manage a “to do” list, return daily calls Prioritizes key tasks that need to be achieved each day / week Provides accurate sales and revenue forecasts Able to take on short, medium and long term projects working as part of a team or independently as required
Business Acumen	<ul style="list-style-type: none"> Creation and management of the Partner and Channels sales plan. Understands the Channels and Partners propositions and can marry those with Intercede to provide best of breed solutions offerings Deals promptly with Partner requests and agreeing on achievable commitments Consistently applies company business principles when planning and making decisions Seeks out and maximizes the use of internal reports and market intelligence. i.e. competitive tactics, customer needs and market trends Understands what affects costs and profit and how to maximize the ‘bottom line’
Persuasion & Influence	<ul style="list-style-type: none"> Identifies the needs / position of the Partner and likely objections, and can draw attention to areas of agreement, joint propositions, thereby highlighting mutual benefits and winning propositions Presents credible arguments to support own position when asking for commitment from others Stays composed under pressure, adapts to the situation, maintains professionalism and is able to control difficult situations without emotion
Team Leadership / Engagement	<ul style="list-style-type: none"> Clear understanding about the deliverables that are expected from him / her and takes responsibility for getting things done Understands objectives of the UK New Business team and delivers work to a high standard of quality and detail Strong sense of urgency, attention to detail and drive focused on achieving objectives. Effectively drives organization to execute on company strategies Supports, motivates and inspires others to achieve objectives. An example to others
Communication and Negotiation Skills	<ul style="list-style-type: none"> Listens to customer needs and clearly communicates and validates that messages are understood & interpreted Presents information, clearly concisely and directly Able to be persistent, confident and persuasive in holding discussions Effectively positions Intercede values and strategies to win customer engagements, short term and long term through the Partner community.
Decision Making and Judgement Skills	<ul style="list-style-type: none"> Able to process inputs to effectively weigh pros and cons, and objectively make rationale and balanced recommendations Communicates decisions clearly and ensures understanding

<p>Creative</p>	<ul style="list-style-type: none"> • Promotes lateral thinking in others and can build on their ideas • Ability to prepare and communicate powerful presentations • Overcome obstacles with creative approaches and can identifies a way forward when confronted by people holding opposing views • To employ creativity in seeking new market opportunities and in how customers are approached
<p>Results Orientated</p>	<ul style="list-style-type: none"> • Driven to exceed sales and revenue plans and objectives on assigned new customer base with agreed metrics. Carries an individual target measured in sales and revenue. • Able to clearly articulate the benefits to partners of working with Intercede by understanding the partner's business, drivers, issues and challenges. Helping them to identify opportunities for developing their own and Intercede's business. • Maximize the Partner potential through the "complete solution" selling • Able to make strategic yet rational and decisive judgements with regards to business opportunities ensuring long term Partner wins, whilst driving short term sales and revenue • Understand and effectively communicate Intercede's values, strategies and objectives to enhance department's visibility and market value • A desire to consistently improve knowledge base and skills and actively participate in trainings and development opportunities