CHANNEL MANAGER

Job Description:

The Channel Manager wins, maintains, and expands relationships with assigned channel partners. Assigned to channel partners based on geography, channel, or market, the Channel Manager is responsible for achieving sales, profitability, and partner recruitment objectives. The Channel Manager represents the entire range of company products and services to assigned partners though may focus on a specific solution or product set if focused in a partner vertical market. The Channel Manager reports to the Vice President of Channel Sales.

Job Responsibilities:

* Establishes productive, professional relationships with key personnel in assigned partner accounts.
* Coordinates the involvement of company personnel, including support, service, and management resources, in order to meet partner performance objectives and partners’ expectations.
* Meets assigned targets for profitable sales volume and strategic objectives in assigned partner accounts.
* Proactively leads a joint partner planning process that develops mutual performance objectives, financial targets, and critical milestones associated with a productive partner relationship.
* Proactively assesses, clarifies, and validates partner needs on an ongoing basis.
* Sells through partner organizations to end users in coordination with partner sales resources.
* Manages potential channel conflict with other firm sales channels by fostering excellent communication internally and externally, and through strict adherence to channel rules of engagement.
* Leads solution development efforts that best address end-user needs, while coordinating the involvement of all necessary company and partner personnel.
* Ensures partner compliance with partner agreements.
* Drives adoption of company programs among assigned partners.
* Proactively recruits new qualifying partners.

Job Qualifications:

* Masters in business, marketing, or related field
* Experience as a channel manager

Opportunities as a channel manager are available for applicants without experience in which more than one channel manager is needed in an area such that an experienced channel manager will be present to mentor.

Job Skills Required:

* Willingness to travel
* Understanding of the industry
* Understanding of the company’s needs
* Great interpersonal and communication skills
* Business development and strategy implementation knowledge
* Strong leadership and decision making skills
* Ability to sell, manage and drive growth
* Excellent customer relationship management skills
* Ability to meet sales targets and production business goals
* Sense of ownership and pride in your performance and its impact on company’s success
* Critical thinker and problem-solving skills
* Team player
* Good time-management skills
* Great interpersonal and communication skills
* Familiarity with industry’s rules and regulations
* Ability to lead
* Ability to resolve interpersonnel issues