



Job Description

Responsible for developing new sales channels within identified strategic markets and developing these channels to increase sales, market penetration and positioning of ICT and our products in new geographic markets. Identified markets include land mobile radio (LMR), fixed wireless broadband, and radio access network (RAN) equipment manufacturers. Other functions include identifying and acquiring new channel partners, and creating and personally delivering product training, sales training and marketing programs to drive awareness of ICT and our products in the new territory.

Reporting to the Director of Sales & Marketing, this position is located at ICT headquarters in Langley, BC. Working hours are 8:00 a.m. to 4:30 p.m., Monday to Friday.

Responsibilities

- ▶ Meet and exceed assigned sales quotas.
- ▶ Establish new revenue streams from new geographic markets, utilizing channel partners such as distributors, resellers and integrators.
- ▶ Research, identify and sign on new channel partners that are aligned with ICT's strategic markets in new territories.
- ▶ Provide comprehensive product and sales training to both distributors and their key channel partners, including system integrators, value-added resellers, and dealer-installers.
- ▶ Create marketing plans to increase brand awareness in the region and demand generation from end-user customers.
- ▶ Support distributors, resellers and integrators partners to promote ICT products to end-user customers.
- ▶ Provide regular in-person support to channel partners, including joint sales calls to promote products and educate partners on the selling process.
- ▶ Attend industry functions and events, including tradeshow and networking sessions.
- ▶ Remain current on industry trends, product applications, market activities and competitive products.
- ▶ Provide important market and customer feedback to ICT for product improvements and new product development.
- ▶ Communicate clearly and effectively to internal ICT personnel regarding new and existing sales opportunities, customer feedback and new product requirements.
- ▶ Maintain detailed records of all interactions with customers through Salesforce CRM tool.
- ▶ Maintain a sales forecast and accurate opportunity funnel.
- ▶ Travel to the region regularly (typically every 6 to 8 weeks) to perform job duties as assigned.



Requirements

- ▶ Experience in channel management and setting up new territories is essential
- ▶ Ability to create a sales plan and strategies to successfully launch company's products to new geographic markets
- ▶ Technical sales experience
- ▶ Knowledge of power conversion technologies and the ability to discuss complex applications and solutions is essential
- ▶ Experience in telecommunications applications is desired
- ▶ Excellent people skills and the ability to build relationships with people at all levels in an organization
- ▶ Asks thoughtful and relevant questions, displays effective listening, demonstrates product value effectively
- ▶ Is tenacious, maintains continuous contact with prospects and clients to establish need(s)
- ▶ Demonstrates effectiveness in linking product features/benefits to client needs
- ▶ Initiates action and follow-ups with customers
- ▶ Establishes pre-call strategies with identified objectives and desired outcomes
- ▶ Conducts post-call analysis and clearly outlines next steps required
- ▶ Excellent written and communication skills
- ▶ Proficient knowledge of PC applications such as Salesforce, Outlook, Word, Excel and PowerPoint.
- ▶ A moderate degree of travel is required for this position (12 to 16 weeks per year).

Education and Experience

- ▶ A business or technology degree is required
- ▶ Minimum 10 years' experience in technical sales, business development and channel management
- ▶ Knowledge or experience with power conversion products and/or telecommunications is a required