

Job Type: Sales Director, North America

Description:

Align directly to a BroadSign Sales Director Region to execute on VAR Strategy. Create and execute VAR business plans with key named partners in support of BroadSign Suite Enterprise Solutions & Services. Responsible for driving joint sales, marketing, planning and operational activities centered around VAR Business Plan. The successful candidate will be able to manage growth in a commercial territory utilizing channels to market distribution model. Candidate will target market opportunities by segment and leverage available resources to aggressively pursue. In order to ensure market share growth, the successful candidate will also be required to build the appropriate channel coverage model of partners to their markets. The ideal candidate will have experience in enabling market growth by utilizing marketing resources and improving the skill set of partners sales reps. Acting as a virtual Regional Manager to their partners the candidate will also be responsible for planning recognition of the partners and accurately reporting sales activity to BroadSign management.

Skills Required:

Strong skills in prospecting, replacing an incumbent, and protecting the BroadSign installed base. A proven track record of success managing a large territory, demand generation, partner development, forecasting, quota attainment, sales presentations, short-term, mid-term, and long-term opportunity management. Must have the ability to deliver business value to both End Users and Partners. Strong technical and business knowledge with complimentary skills to understand the customer's business drivers and align to BroadSign solution. Demonstrate the necessary skills to negotiate issues with peers, partners and customers using a Win/Win philosophy. Must be an aggressive self-starter with ability articulate BroadSign product and business strategies, and create the demand to close deals. Expectation is that candidates will have 5+ years of proven success in outside sales. Experience in the digital signage industry, selling software, managed services, and networking preferred.

Please submit resumes to hr@broadsign.com

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