



Job Description: USA

POSITION TITLE: Channel Account Manager (CAM)

REPORTS TO: VP/Director of Sales

DATE: 06/01/2016

SCOPE OF THE ROLE

The Channel Account Manager is responsible for utilizing effective market development, recruitment, on-boarding, and partnering based sales strategies to secure the in-direct sale of EROAD products and SaaS based services.

This position will establish long-term strategic relationships with individuals and businesses thru the development of In-Direct channel sales partners (Agents, Dealers and Resellers, Etc.).

At EROAD our goal is to offer flexible and powerful solutions based on our innovative technology platform to assist in the creation of a transport sector that is responsive to the evolving needs of business, government and the wider community.

This position is also responsible for building and maintaining strong relationships with our partners within the assigned Region. This person will be responsible for orchestrating a cross-functional team of marketing, sales, sales center lead distribution and customer support to service the In-Direct partner base.

This is an essential position requiring a highly self-motivated individual contributor working remotely, with the ability to handle multiple sales tasks at the same time.

This role is both challenging and rewarding, giving the CAM a career growth path with opportunities in EROAD sales hierarchy. As a member of a fully integrated national sales and marketing team, this position focuses on growing a new and existing customer base via a set of in-direct partners and will carry an uncapped individual and team based quota.

Once trained, you will use a combination of strategic sales initiatives and tools to sell EROAD products, and build the EROAD brand in the US market.

RESPONSIBILITIES

- Identify and acquire new business relationships in support of strategic initiatives that are supported by EROAD products and SaaS based services.
- Manage and over-achieve EROAD sales forecast and budget plan for the Region.
- Conduct weekly and monthly face to face to meetings, workshops, webinars, and sales pipeline activities with key sales partners in the Region.



	<ul style="list-style-type: none">• Recruit & train in-direct partners to ensure maximum sales coverage and success.• Drive pipeline development, identify potential sales opportunities, define a solutions vision, develop business cases and ROI analysis, and close sales.• Create a comprehensive territory sales plan by partner, which will serve as the road map for developing the EROAD relationships at the channel Territory level.• Drive Lead Generation activities utilizing EROAD's Co-Op program via association participation, outbound calling, email campaigns, conference calls, webinars, on-site training and Social Media based activities.• Orchestrate cross company resources to support the Region's Sales initiatives.• Conduct Quarterly Business Reviews with EROAD's VP/Director of Sales.• Attend Customer Events and Tradeshows as required.• Up to 75% TRAVEL REQUIRED.
COMPETENCIES	<ul style="list-style-type: none">• An excellent reputation as a reliable and partner focused sales professional.• Technical understanding of transport industry products.• Able to communicate and work effectively within EROAD team.• Proven ability to meet sales, team, and personal performance targets.• Strong drive for success. Knowledge of aspects of sales process.• Be a trusted partner and sales Closer!
PERSONAL ATTRIBUTES	<ul style="list-style-type: none">• Positive attitude and aptitude for personal and business success• Strong Experience across in-direct Sales and Market Development positions• Strong persuasive skills and ability to influence decision makers• Possess a level of maturity and presence in a 3rd party sales role• Solid negotiation and analysis skills• Excellent communication skills, both verbal and written• Excellent organizational & time management skills• Ability to paint a vision or image of business success with partners and customers
REQUIRED EXPERIENCE	<p>Successful applicants must be able to show that they possess the skills and ability to successfully carry out the responsibilities of the position. The following examples are illustrative of the level of education; experience and training that could be expected to produce these skills. Applicants may demonstrate possession of the necessary abilities in other ways, and therefore these examples are not absolute criteria.</p> <ul style="list-style-type: none">• Bachelor's Degree Preferred• Overall 5+ years of related industry experience (Wireless, M2M, MRM Solutions)• Highly developed knowledge and understanding of all in-direct market & business development activities



- Proven background or aptitude for market development with in-direct partners
- Strategic sales skills, ability to grasp strategic initiatives & vision of target partners and accounts, to facilitate regional coverage, sales & effectively close business.
- Leadership, consensus-building abilities with a proven track record of coordinating and mobilizing resources productively.
- Must be experienced in basic personal computer operation and capable of effectively using current Microsoft Windows applications (Excel & Word) and custom EROAD software.
- CRM system knowledge (Salesforce.com or equivalent)
- Must clear a full background check

This Job Description is not intended to be complete or limiting – the role will require a proactive and flexible approach to manage tasks that support a rapid and innovative product development environment.

EROAD is in a “high growth” mode. There will be times when the role will be required to complete tasks outside those mentioned above because this role will have the relevant skills and may have higher availability than other team members.