



Mid Market Team Lead
Tier 3 Channels, Commercial Sales and Run rate

General Description

The Mid Market Team Lead will be in charge of driving mid-market and SMB growth from Tier 3 partners. The role will be supported by one Inside Sales Rep (ISR) and one Channel Operations Executive. The team will be responsible for end to end process for achieving sales targets with tier 3 partners. Growth from this channel segment will be delivered through three main types of activities 1) business enablement to help partners grow and expand by cross and up selling 2) plan, design and execute quarterly programs and promote adoption and success 3) marketing and demand generation to and with Tier 3 partners to increase sales.

The Mid Market Team Lead will work closely with Marketing and Product Manager team to plan, design, execute and determine success metrics for quarterly program and offers. In addition, the role will coach and guide ISR on virtual coverage for long tail partners by achieving sales outcomes for eg. pipeline building, partner recruitment, cross selling, increase transactions by nurturing partner relationship to win mindshare from this segment.

The role will be measured based on successful execution of activities and initiatives resulting in increase bookings, gross margin and volume of transactions from tier 3 channel segment on specific Vendors (Fortinet, HPe, McAfee, Solarwinds - not exhaustive).

Roles and Responsibilities

The Mid Market Team Lead is primarily responsible for Mid market and run rate strategy, planning, development, implementation, operationalization and execution of GTM actions with tier 3 partners.

- Define, develop and managing the overall Mid market GTM strategy for Tier 3 partners – including enablement, programs and offers, marketing and demand generation with support from the various functional stakeholders for eg. Marketing, Services, Operations etc.
- Plan quarterly enablement networking event and ensure required number of attendance (new and repeated) to win mindshare and loyalty from partners.
- Plan, execute quarter programs and offers, set targets and establish metrics for key run rate brands, communicating and ensuring successful program awareness and adoption through qualified leads, number so transactions and closing the sales.
- Coach and guide ISR in defining scope, responsibilities, metrics for virtual coverage for tier 3 (long tail) partners.
- Supervise Channel Operations Executive and ensure that the end-to-end operations process is smooth for Tier 3 resellers and aligned with internal guidelines
- Working proactively to ensure programs are operationally ready, presented to all key stakeholders for buy in and ready to be executed early within the quarter to achieve quarterly results
- Drive healthy pipelines to include new and renewal business relating to run rate products.
- Track and report performance of tier 3 channels results, bookings, program initiatives and provide enhancement recommendations to adjust course on programs / initiatives as required.
- Actively engage vendor(s) together with product and marketing team to design relevant and effective programs, initiatives, training and/or enablement requirements for tier 3 channels
- Be the focus point for potential tier 3 partners.



Experience and Education

- Minimum 5 years experience and demonstrated success in the IT Industry.
- Preferably in a sales and/or Business Development role.
- Have marketing and program experience will be an advantage
- Graduate Level qualifications in either Sales, Business Administration or IT.
- Minimum 5 years working experience in a vendor, distribution, mid market sales and/or Channel Management role.

Desired Skills and qualifications

- Acute Business and Commercial Acumen.
- Able to think end to end – from planning to execution
- Excellent people skills, ability to manage a team and work cross functional team members to get results and complete assigned tasks.
- Leadership - Able to lead and manage change both internally and with external stakeholders.
- Excellent presentation skills with the ability formulate and articulate strategy.
- Analytical and Problem solving.
- Familiarity with Security, Networking and Datacenter solutions and Distribution environment.