



... → Enterprise Channel Manager

Role Description

The Enterprise Channel Manager is responsible for engaging with business leaders in larger or more significant channel partners and for developing a high-level partner engagement based on achieving mutual, long-term business success. This senior role requires not only sales skills but also some level of management and organizational skills from the candidate.

This role is defined as the 'ability to manage your company's business relationships with a portfolio of independent channel partners to achieve all relevant sales and marketing targets and all associated Key Performance Indicators (KPIs) whether "soft" or "hard".

This involves understanding the business dynamics of the channel partners, their target market and the goals and drivers of the candidate's own company. It also requires the ability to create 'win-win' situations for all parties, with each channel together with the ability to recognize when this is not possible and, the diplomacy and tact to deal with the consequential changes that would be required in the channel structure.

Abilities

Candidates for the Enterprise Channel Manager role require a wide range of capabilities to perform the role, including the following:

- **Deliver** Sales and Marketing targets and KPIs from nominated channel partners.
- **Develop** revenue growth plans with each channel that underpin own- company strategy and set and agree targets and KPIs.
- **Work** with channel partners to deliver results from specific Marketing initiatives.
- **Build** strong strategic and operational relationships with each channel partner.
- **Provide** leadership on coaching and developing sales teams within channel partners.
- **Grow** a wide and broad support network across all stakeholder groups and act as a catalyst, facilitating delivery of key initiatives through virtual teams.
- **Manage** the delivery of a differentiated experience for channel partners and end customers.
- **Identify** and grow new channel partners, providing business development support and expert advice.
- **Be bold**, yet tactful enough to close down relationships with failing channels in a way that does not impact negatively on remaining channels or own company.

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