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| *Business Unit* | *Role Title* | *Reporting To* | *Band* | *Location* |
| *ILM & VMW* | ***Business Manager***  *Dell-EMC/ NetApp/VMware* | *VP – ILM & Virtualization* | *L3* | *Bengaluru* |

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| *What is the mission of the role?* | | |
| Mission | **To drive a profitable business and meet the revenue number of Dell-EMC, NetApp and VMware OEMs. Collaborate with the sales team to drive the solution portfolio in customer accounts.**  Mission: The purpose of the role is to work in individual capacity and collaborate with the sales and solution architect team to drive the revenue number for the solution portfolio of OEMs like Dell-EMC, NetApp and VMware. Drive relationship with OEMs and Customers. | |
| Key Deliverables | * Responsible for complete P&L for Dell-EMC, NetApp, VMware portfolio. * Pitching 22by7 as competent partners to deliver Dell-EMC, NetApp and VMware product and solutions in white space and existing accounts. * Driving the revenue targets for the portfolio of solutions and relationships with OEM and customers * Responsible for end-to-end product lifecycle management with the customers. * Planning and driving the GTM strategies for respective product line. * Planning and driving the marcom activities along with the OEM and internal marketing team * Working closely with team of Account Managers to help them to identify opportunities, develop them and close them. * Clearly understanding market and competition and mapping the products. * Responsible for product positioning to the existing or prospective clients * Responsible for managing healthy funnel for the product line. * Profiling the customer’s IT infrastructure and pitching the appropriate solution/products * To work with cross functional team like sales, marketing and operations * Plan product driven activities- like product training for sales/pre-sales/post sales team/ client/vendors etc. which ensures product success. * Getting involved in preparing BOM and validating it. * Responsible for cross selling and up selling the products in different accounts. | |
| *Who are your key stakeholders?* | | |
| Internal | To achieve the outcomes of the role, your key internal stakeholders are:   * BU Head ILM and VMware * Account/ Regional Sales Managers * Solutions Architects * Support Head | |
| External | To achieve the outcomes of the role, your key external stakeholders are:   * OEMs/Vendors * Customers | |
| *What are you accountable for?* | | | |
| You are accountable for managing a profitable end-to-end business cycle for the solution portfolios for Dell-EMC, NetApp and VMware OEMs. | | | |
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| *Core Capabilities /*  *Technical Skills* | | ***Technical Descriptors*** |
| Domain knowledge & expertise | | Market  Product/Technology  Customer |
| Communication skills | | Opening a conversation  Listening and Understanding abilities  Assessment of buyer  Growing the conversation  Art of probing/ questioning  Establishing trust, credibility, relationship over a communication  360-degree communication  Closing the communication loop  Presentation skill  Written communication- e-mail, documentation etc. |
| Planning & management | | Sales Planning  Strategy Formulation and execution to drive a healthy and strong sale funnel.  Collaboration |

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| *Qualifications / Experience* |
| Education- MBA/ BE/Any graduate  Experience- 8 to 12 years, sales exposure in similar or related product domain, IT sales market exposure is a must.  Candidates having exposure to similar roles/domains are preferred.  Exposure to IT Transformation sales is an added advantage.  Loves to work in fast paced environment and who loves working with target.  A go-getter, who can sniff opportunities and resilient.  Open to travel |

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| *Potential barriers to success* |
| Unable to listen & understand business and customer needs  Unable to adapt to differences  Blocked personal learner  Unable to collaborate  Poor communicator.  Lack of initiative  Not able to work autonomously |

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| *Feeder Roles* |
| The following roles are likely to lead to this position:  Account Manager, Enterprise Sales Manager, Product Specialist, Product Manager |

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| *What can this role develop into?* | *Suggested Development Experiences* |
| What are the possible roles for progression?  Business Head | Learning and improving solution domain knowledge.  Learning and improving business strategy and execution.  Strong relationships with internal & external stakeholders.  Strong customer hold.  Improving on influencing and negotiation skill  Successfully overachieving in a high-performing team.  Focus on solutioning. |

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| *Customer Focus* | *Leadership Capabilities* | *Descriptors* |
| **Customer Focus** | A constant desire to understand customer needs, whether expressed or latent. Phenomenal customer experience delivery, to world-class standards. |
| *Strategic Leadership* | **Strategy & Innovation** | High clarity on company's vision and mission, path forward, communicates with great pride the company's vision and mission to people, role models company's values, assess business risk associated and plans for emergency, very futuristic and displays hunger for new technology and next new thing which will take business to the new level. |
| **Lead & Manage Change** | Welcomes new ideas, easy with experimenting, provides an environment which uphold creative thinking, problem resolution, lateral thinking process etc. Throws challenges to the team, ensures team scales up continuously and fights with comfort. Tests the team's agility and adaptability. Ensures that the team does not stagnate. |
| *Results Leadership* | **Collaborate & Connect** | Works well with others. Taps into relationships and networks. Actively builds an understanding of others' perspectives. |
| **Translate Strategy into Action** | Persistently encourages people to continuously improve delivery of outstanding results.  Solves difficult problems in a timely and effective way. Anticipates and overcomes obstacles and roadblocks. |
| *Interpersonal Leadership* | **Clear Communicator** | Effortlessly able to communicate the vision, mission and goals of company to the team including their responsibilities and expectations, very candid about the objective, path and result, ensures the 360-degree flow of any kind of communication, clearly communicates the direction in which the team has to go. |
| **People Champion** | Clearly understands the team strength, thresholds and limitations, understands the team members emotional wellbeing, provides focus to the team, leverages on the strength of the team to realise the maximum productivity, ensures positive engagement of each team member, manages negative communication, builds team trust, demonstrates the ownership and adhere to timelines, includes every team member, develops people and takes team to the next level, champions diversity. |

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| *Advocacy & Values* | |
| Advocacy | “I like to be positive” | “I am a problem solver” | “Quality of work is never compromised” | “I am always on time” | “I like organizing my work & simplifying processes” | “I want to be a leader” | “I want to be assertive & proactive” | “I am a collaborative team member” |
| Values | Honesty, Integrity, Teamwork, Innovation, Trust, Care, Compassion & **Fun**! |