



## Channel Sales Director

Los Gatos, CA

### Who is Xicato Inc.:

We're the world's leader in lighting and controls for professionals, consumers and the internet of things. Our passion for innovation and excellence makes us one of the most recognizable brands worldwide.

Working as a **Channel Sales Director** at Xicato is dynamic. You'll be responsible for managing, recruiting, onboarding, training, administering, and scaling the assigned channels and network of partners to drive sales results in line with corporate strategies, goals and objectives. This includes leveraging sales management experience to drive revenue opportunities by developing, organizing, implementing, managing, and executing against the strategic plan for the Regional Sales segments. Identifies and develops sales opportunities and long-term relationships with established and new customers, leveraging both direct and indirect sales resources. Creates plans, strategies, objectives, policies, and procedures that are aligned with the Company's overall mission and objectives. Manages assigned activities and builds collaborative relationships at all levels within the organization; provides assistance to the Vice President Sales – Americas. We are seeking a self-motivated, roll-up the sleeves kind of leader who can manage multiple responsibilities.

Learn more at [www.xicato.com](http://www.xicato.com)

### What you'll do...

#### Sales and Business Development Within the Partner Ecosystem

- Meet and exceed monthly, quarterly, and annual total channel revenue goals and quotas by ensuring that each and every partner is on plan and on track to meet / exceed their respective assigned revenue goals.
- Holds responsibility for all regional sales programs, services, and activities to grow our business by creating value for our partners
- Develops area sales network and pipeline; helps penetrate major, significant accounts, focusing on the establishment and maintenance of strategic relationships; defines annual goals, strategies and methods to evaluate segments profitability and sales performance
- Executes on company's sales plan in support of company goals and regional objectives; influences, and motivates partner success through pre-sales and/or post-sales technical consulting activities including prospecting, approaching, presenting, closing, and follow-up to achieve expedient purchase decisions
- Relationship manager for existing partners, playing an important role in developing and maintaining the company's image and reputation in the marketplace:
  - Assesses customer plans and requirements on an ongoing basis from a technical, business, tactical and strategic perspective
  - Ensure that every channel partner and their respective sales and technical staff are fully equipped at all times with the latest Xicato product and marketing information, training materials, and sell sheets and tools in order to win projects, generate quotes and sell our products in the most efficient manner possible



- Establish and maintain close, personal relationships and build trust with all key influencers and players within each channel partner organization.
- Provides technical assistance with internal technical resources to existing customers to troubleshoot product issues
- Collaborates with the product development division
- Recommends new market/product development opportunities and needs
- Communicates special customization requests to the product division
- Coordinates involvement of all necessary team members to achieve desired goals
- Identifies new sales opportunities to achieve sales expansion through a variety of prospecting activities including: networking, prospecting, conducting on-site sales calls, cold calling
- Follows up on sales leads received by the Company
- Converts prospects into sales by differentiating from the competition
- Develops, proposes, and takes proactive steps to build positive relationships with key business and industry leaders, partners, vendors, etc., while participating in trade shows, conferences, meetings, and any other community-based activities
- Provides timely and detailed information on market needs, buying trends and competitive information
- Collaborates with marketing and sales management to develop comprehensive strategic business plan for short and long-term

#### **Partner/Channel Support**

- Analyzes specifications, including sketches, blueprints, and sample layouts
  - Calculates and develops proposals, quotes, and pricing schedules
  - Determines pricing discounts for our partners
- Territory Analysis: Where do we need additional coverage? Where is sales declining/increasing? What areas/regions are underserved? Which customer types bring in or influence most revenue?
- Help get orders closed and entered into the system
- Be an internal champion for the partners
- Conduct scheduled and formal business reviews such as QBRs. Document and publish minutes, actions, and recommendations to management.
- Pricing Quotes
  - Develop and/or maintain price lists and quoting tools
  - Help structure and price complex or large-volume deals

#### **Sales Productivity and Metrics**

- Establish, track, and publish sales metrics, scorecards, and statements:
- Prepare and review sales dashboard with company and sales leadership
- Track pipeline against pipeline growth goals
- Prepare routine forecasting using model

#### **CRM Management**

- Maintain CRM that represents the region and/or territory you cover.
- Reports: dashboards, metrics, audit, general

#### **Sales Training**

- Ensure all partners receive regular and up to date training



### **What you'll need...**

- Proficiency with salesforce.com
- 7 plus years related lighting industry experience in a sales management capacity
- Channel and Partner management experience preferred
- Experienced and proven analytical and communications skills
- Four year college degree
- Proficient in Microsoft Office Excel, Word, PowerPoint
- Excellent written and verbal communication, presentation and organization skills
- Experience in training groups and in facilitating process
- Experience leading change
- Respect for confidentiality
- Possess a thorough understanding of LED lighting products and communicate effectively with industry professionals
- Ability to travel as needed
- Able to prioritize multiple projects appropriately
- Exhibit close attention to detail
- Able to work independently, within prescribed guidelines, or as a team member
- Strong service orientation

### **Additional Details:**

- Remote
- Job Type: Full-time
- A competitive compensation package