

## **JOB DESCRIPTION**

**Job Function:**           **Product Manager (Security Business Unit)**

**Job Title:**               **Product Manager**

### **Roles & Responsibilities:**

#### **1) Sales Role**

- Develop, maintain and manage a 3X funnel based on vendor's set revenue target
- Schedule and drive fortnightly pipeline reviews with Vendor team.
- Maintain, update and ensure Deal Registration status of opportunities from named/non-named end user accounts and Tier 2 partners' leads are up-to-date and accurate
- Responsible for initial qualification of leads either from cold calls, inbound enquiries or partner referrals
- Independently present vendor's solution to end users during the first meeting **with the exception of:**
  - C-level audience is present
  - CIO/CTO/Technical Evaluators are involved in first meeting
  - Strategic named accounts where vendors have indicated they want to be engaged from start of opportunity
- Attain certification for Vendor's Sales Training
- Prepare and/or supervise preparation of quotations
- Qualify need for POC, coordinate and arrange demo unit, pre-sales resource
- Set POC objectives with customer based on:
  - Target loan duration of 2 weeks
  - Expected closure within the same quarter
- Track and report status of outstanding loans on a monthly or per request basis
- Managing key stakeholders for the line of business
- Coordinate identification and development of assigned vendors' Focus Partners
- Coordinate and co-deliver updates and training to partners

#### **2) Lead Generation**

- Quantify marketing investments, drive and set objectives for each marketing activity
- Plan, detail and execute marketing programs either with specific vertical sector or with key reseller/partner to generate leads. These include (but not limited to):
  - Bundle programs with other brands/solutions
  - Bundle programs with services
  - SPIFFs (for lead referrals or closures)
  - Roadshows (solution based or sector based)

### **Key Measurements:**

- 3x funnel based on vendor's set revenue target
- Meet or exceed the revenue and gross profit (GP) targets set by Country Manager
- Execute at least ONE (1) marketing event each quarter
- Conduct Quarterly Business Review for each assigned vendor (1 per quarter)

### **Skills, Knowledge and Qualification :**

- Degree/Diploma in Sales & Marketing / Business Administration or equivalent
- Relevant experience with resellers will be an added advantage
- Excellent network with strong communication and interpersonal skills
- Highly motivated, results oriented, resourceful with lots of initiative

*\* Please note: This Job Description is subjected to change by the Management or Reporting Manager as deem fit.*