



## **JOB DESCRIPTION**

**Job Function:** Channel Account Manager (Channel Management)

**Job Title:** Channel Account Manager (CAM)

### **Roles & Responsibilities:**

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

- Profiling of Resellers
- Identify and develop new Resellers for business expansion
- Establishing rapport across partner organizations including management levels
- Generate and identify distributor led opportunities
- Account Mapping with resellers and vendors
- Drive 3 times pipelines against the assigned partner budgets
- Take ownership on leads/opportunities
- Deliver elevator solution pitch to resellers
- Prepare Presentations & Sales Reports
- Prospect & manage entire sales cycle
- Arrange for Resellers' product presentation/POC/evaluation/demo
- Provide Quotation to Resellers

#### **2) Working with internal Stakeholders**

- Engage Product Managers to roll out marketing campaigns
- Drive attendance for vendors' event/workshop/training
- Deliver operational excellence

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

- Degree/Diploma in Sales & Marketing / Business Administration or equivalent
- 3 to 5 years of relevant experience with partner ecosystem
- Excellent interpersonal skills
- Highly motivated, results oriented, resourceful with lots of initiative
- Can work independently with minimal supervision

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