



Wireless That Just Works

JOB DESCRIPTION – Regional Sales Manager

Location: Lima, Peru

Date: March 8th, 2021

Department Description
<p>The primary purpose of this position is to provide leadership in Sales, driving customer decision making through comprehensive solution selling that enables customers to grow beyond their immediate business issues.</p> <p>This role participates in overall business planning, anticipates customer needs, and works to align the team’s goal with the strategic priorities of the business. The position also develops strong relationships with Service Partners C level executives, business partners, and industry influencers; leads, documents, and communicates the creation of innovative solutions to sell. Strong communications, business/marketing, financial, and computer skills are required.</p>
Scope of Responsibilities & Position Expectations
<p>Strong communications, business/marketing, financial, and computer skills are required.</p> <ol style="list-style-type: none">1. Knowledge of Managing Channels:<ul style="list-style-type: none">• Understands Central American markets and industry trends. Knows how to leverage and build channels to capitalize on trends.• Establish relationships within the regions wireless and IT channel ecosystem: Distis (AP), VARs (CP), System Integrators and other application partner solutions.• Proven partner evaluation and management.• Set goals measuring and driving performance of the partners.• Coaching and adding value to Channel Partners in order for them to continue growing their percentage of Cambium hardware.• Developing, monitoring, and growing in country channel footprint.• Maintain relationship with Distis and VAR’s.• Execute a country or regional channel plan:<ol style="list-style-type: none">i. Evaluate it, right size it, ensure we have new distributors and new VARs to address all relevant Vertical Markets in whole territory under his/her responsibility.ii. On boarding of new partners and distributors including sales training.ii. Fill out and maintain Matrix of current channel coverage against upcoming/new products. Identify gaps and fill to ensure maximum sales.iv. Regular reviews and meeting with Channel management in order to drive business.v. Manage channel program.• Coordination of Key account and Indirect business activities in close cooperation with the regional Key Account Managers2. Strong Direct Sales and Account Management Skills:<ul style="list-style-type: none">• Ability to create, own and deliver the annual sales plan.

- Industry experience in the following sectors: Telco, local Gov't, WISP/Carrier, Security, Utility, Military.
- Identify, engage, and win contracts with key wireless internet service providers in the territory.
- Ability to identify and manage multiple business opportunities at the same time. – existing and new.
- Understand and communicate the company's value proposition and culture of high ethics.
- Self-starter/self-motivated and generating demand versus simply managing a number.
- Solution Selling Skills.

Knowledge/ Skill Requirement

1. Knowledge of:
 - Service Providers (ILEC, CLEC, WISP, etc.).
 - Understands Peruvian and South American markets. Knows industry trends and how to leverage and build channel to capitalize on trends.
 - Establishes relationships within the Country in the Telecom SP ecosystem. Working with our Partners - Distributors, VARs, System Integrators, and other application partner solutions.
 - Proven partner evaluation and management.
 - Set goals and experience measuring progress in Sale.
 - Execute a Regional Sales Plan:
 - i. Evaluate and measure SPs market. Ensure we have Partners to address the SP Vertical Markets in whole territory under his/her responsibility.
 - ii. Regular reviews and meetings with SPs and Partners to drive business.
 - iii. Manage SP accounts.
 - Coordination of Key SP accounts in close cooperation with the regional SP Sales Director.
2. Good knowledge of Wireless Broadband Technical and commercial aspects.
 - Understand and articulate technical characteristics of Cambium BB portfolio including MIMO, DSO, OFDM modulation techniques, WLAN and other relevant standards.
 - Commercial track record of driving wireless sales plan in Brazil.
 - Sensitive to potential new markets/segments.
 - Capturing new product enhancements and requirements. Input into Product roadmaps and competitive information.
 - Lobby necessary government agencies in territory to support products approvals.
 - i. Monitor government legislation and frequencies allocations to promote Cambium products.
3. Excellent interpersonal and communication Skills
 - Proven relationship builder with channel and end customers.
 - Energetic start-up mentality but corporate principles.
 - Strong negotiation Skills.

- Presentation Skills
 - a. Executive level presence.
 - b. Confidence in technical and commercial aspects.
 - c. Authority interacting with end customers.
 - d. Interact with C-class executives (business leaders) Government ministers as well as sales and technical teams within channels.
 - i. CEO & CTO down to the Engineer.
 - ii. Versatile communication skills.
- Willing to travel up to 70% of working schedule.
- Cultural sensitivity to the different business practice in each country.
- Strong organizational, multi-tasking, and time-management skills.
- Team player able to navigate internal organization and leverage support teams to deliver sales plan and commitments to customers.
- At least 5 years of experience in wireless broadband industry preferably with a wireless BB Vendor.
- Independent worker.
- Proven achiever, goal and results oriented.