



POSITION DESCRIPTION STATEMENT (PDS)

Position title	Partner Account Manager Hybrid
Position number	4.04
Functional Area	Sales & Marketing
Version	2.0
Date	12/01/2023
Language	English

1. POSITION SUMMARY:

The primary responsibility of a Partner Account Manager is to identify and acquire new partners that resell Evolve IP solution in a white label model across the defined target markets throughout EMEA new partners, onboard them and grow the base of existing partners. In addition, the Partner Account Manager is providing strategic solutions and commercial guidance to partners and their end-customers. An ability to collaborate with partner accounts on all levels is key, determining their needs on a short to medium term basis, ensuring the Evolve IP product set is the preferred voice, contact centre and collaboration technology solution of choice.

They will be working alongside other Partner Account Managers, Solution Architects, Support Engineers, Marketing and other Evolve IP teams to resolve queries and requirements in a timely manner, exceeding expectations where possible to ensure the partner accounts have the Account Management and support required.

The individual must be both highly customer focused and commercially minded.

2. PLACE IN THE ORGANIZATION:

- Reports to the regional Sales Director
- Operates within the EMEA Evolve IP Sales team

3. TASKS & RESPONSIBILITIES:

- Use marketing tool, including Hubspot and Sales Navigator to nurture leads for new partners.
- Engage with personal network to create leads for new partners.
- Visit tradeshow and events to expand network in potential reseller market.
- Maintain an accurate view of the new partner funnel in Salesforce.

- Qualify the fit of new partner opportunities, including cross sell opportunities for Evolve IP solutions in their existing base.
- Identify the needs and potential of a new partner opportunities.
- Demonstrate Evolve IP's capabilities.
- Understand the partner's operational processes and how these best connect to Evolve IP's systems and processes.
- Establish mutual interest for a fruitful partnership.
- Negotiate contract terms, including SLA and DPA.
- Create and agree a go-to-market plan for each new partner.
- Ensure a preference for Evolve IP solutions over other solutions the partner distributes.
- Create and maintain the partner account plan.
- Quarterly meeting with partner; 2 operational meetings, 1 tactical meeting and; 1 strategic meeting.
- Day to day sales support to the partner's sales force and engage consultant expertise when necessary.
- Maintain adequate knowledge level of the partner's sales and operational teams by facilitating trainings and ensuring access to and use of the Evolve IP partner portal.
- Maintain the go-to-market plan and engage with the partner's marketing team to develop campaigns, collaterals and website content.
- Provide content and work with Evolve IP Marketing for the monthly newsletter.
- Annual and monthly forecast and reporting.
- Demonstrate Evolve IP's capabilities.
- Maintain a high level of satisfaction in functional areas throughout the partner (CSAT/NPS).
- Proactively lead a joint partner planning process that develops mutual performance objectives, financial targets and critical milestones associated with a productive partner relationship.
- Proactively assess, clarify and validate partner needs on an ongoing basis and align with Evolve IP roadmap.
- Position new Evolve IP solutions and products.
- Ensure that Partner uses Evolve IP solutions internally.
- Ensure partner and opportunity details are up to date in Salesforce.
- Focus on the partner's interest whilst protecting Evolve IP's interests and business objectives.
- Comply with IS rules and procedures; point out IS incidents;

4. COMPETENCES:

- **Problem Solving** - Identifies and resolves problems in a timely manner; Gathers and analyses information skilfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.
- **Oral Communication** - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification when needed; Responds well to questions; Participates in meetings.
- **Written Communication** - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

- **Strategic Thinking** - Develops strategies to achieve organizational goals; Understand organizations' strengths and weaknesses; Analyses market trends and competition; Identifies external threats and opportunities; Adapts strategy to changing conditions.
- **Planning/ Organizing** - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other Associates and their tasks; Develops realistic action plans.
- **Quantity** - Meets productivity standards; Completes work in timely manner; Strives to increase productivity; Works quickly.
- **Dependability** - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals; Completes tasks on time or notifies appropriate person with an alternate plan.
- **Judgement** - Displays willingness to make decision; Exhibits sound and accurate judgement; Supports and explains reasoning for decisions; Includes appropriate people in decision making process; Makes timely decisions; Able to work independently.
- **Team player** – Listens and responds constructively to other team members' ideas; Offers support for others' ideas and proposals; Is open with other team members about their concerns; Expresses disagreement constructively (e.g., by emphasizing points of agreement, suggesting alternatives that may be acceptable to the group); Reinforces team members for their contributions; Gives honest and constructive feedback to other team members; Provides assistance to others when they need it; Works for solutions that all team members can support; Shares their expertise with others; Seeks opportunities to work on teams as a means to develop experience, and knowledge; Provides assistance, information, or other support to others, to build or maintain relationships with them.
- **IS** – some knowledge of ISO27001; IS rules and IS procedures within Evolve IP.

5. KNOWLEDGE & SKILLS:

- Bachelor's degree desirable
- 3-5 years channel specific experience
- Entrepreneurial mindset
- Able to work independently
- Strong interpersonal and networking skills
- General understanding of software and Cloud Services
- Unified Communication experience
- Experience in working with Salesforce
- Able to communicate on C-level and understand business drivers
- Enjoys social interactions and entertaining
- High EQ level (Emotional Intelligence)
- Ability to command and engage internal resources to assist in supporting the partner
- High energy level
- Driver's license
- Willingness to travel internationally
- MS Office proficient

6. KEY PERFORMANCE INDICATORS (KPI'S)

- Acquired new partners
- Billed revenue
- New MRR sold
- Revenue growth rate
- NPS/CSAT scores
- Increase ARPU
- Partner entertainment
- Organize quarterly review meeting
- Monthly forecast and reporting
- Evolve IQ: Passed for all assignments before due date
- Evolve IQ: Knowledge transfer via creating training material before due date