

Profile: Channel Sales Manager

Location: Indore (On-site)

Overview:

As the Channel Sales Manager, you will be responsible for developing and executing the channel sales strategy, building, and managing relationships with channel and cloud systems integrator partners, and driving revenue growth through these strategic alliances. You will work closely with the sales, marketing, and product teams to identify opportunities, develop go-to-market plans, and deliver exceptional results. This is a strategic role that requires a strong understanding of enterprise software and cloud technologies, as well as a proven track record in channel sales.

Responsibilities:

- Develop and execute the channel sales strategy in alignment with the company's overall sales objectives, with a primary focus on value-added resellers (VAR) and cloud systems integrator (SI) partners.
- Identify, recruit, and onboard new channel partners, including VARs, OEM, MSP and cloud service SIs.
- Establish and nurture strong relationships with channel partners to drive mutual business growth and achieve sales targets.
- Collaborate with partners to develop joint marketing and sales programs, including demand generation campaigns, partner events, and co-selling initiatives.
- Provide training, enablement, and ongoing support to partners to ensure they have the necessary knowledge and resources to effectively sell and support our software and cloud solutions.
- Monitor and analyze channel sales performance, partner pipeline, and market trends to identify areas for improvement and recommend strategic actions.
- Collaborate with internal cross-functional teams, including sales, marketing, and product management, to align channel activities with overall business objectives.
- Stay updated on industry trends, competitor activities, and emerging technologies to proactively identify new partnership opportunities and address market challenges.
- Conduct regular business reviews with partners to track progress, address concerns, and explore opportunities for expansion.
- Represent the company at industry events, trade shows, and conferences to build brand awareness, network with potential partners, and generate leads requirements.

Key Competencies:

- Strategic thinking and planning.
- Relationship building and management.
- Results-driven with a focus on meeting and exceeding sales targets.
- Adaptability and continuous learning in the dynamic IT landscape.
- Strong problem-solving skills.

Qualifications:

- Bachelor's degree in business, marketing, or a related field.
- Proven track record of success in channel sales within the enterprise software and cloud industry.
- In-depth knowledge of enterprise software solutions, cloud technologies, and associated partner ecosystems.
- Strong networking and relationship-building skills with the ability to establish and maintain strategic partnerships.
- Excellent communication and presentation skills, with the ability to effectively convey complex concepts to both technical and non-technical audiences.
- Analytical mindset with the ability to interpret sales data, identify trends, and make data-driven decisions.
- Results-oriented approach with a focus on achieving sales targets and driving revenue growth.
- Self-motivated and able to work independently, as well as collaboratively within cross-functional teams.
- Ability to travel as needed to meet with partners and attend industry events (approximately 25% travel).
- Prior experience working with global or multinational organizations is a plus.

Interested candidates can share resume to the below Email ID:

hr@neevcloud.com