



Job Description: Product Specialist, Vertical Channels

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| Job Title: | Product Specialist, Vertical Channels |
| Department: | Sales Enablement |
| Reports To: | Senior Director IP Strategy and Workflow Engineering |
| Direct Reports: | None |
| Indirect Reports: | None |

NewTek, the Emmy Award winning provider of innovative solutions for Graphics, Film and Television Production, recognizes that employees are at the core of its success. We recruit and retain highly qualified, motivated, and passionate individuals and provide them with an environment to grow, succeed, and share in the company's success.

Position Description:

The Product Specialist (PS), Vertical Channels serves as the product and workflow evangelist for NewTek NDI|HX products, as well as the complete line of NewTek Products in that they enable the end-to-end IP workflow. The PS acts as the technical glue of the sales process for NewTek's Channel Partners and Sales Team. The PS is responsible for delivering exceptional customer service, answering all pre-sales product and questions regarding NewTek NDI|HX products and associated workflows. Demonstrating operational proficiency and technical knowledge of our various product options, the PS will make every effort to assist in closing sales in a friendly, helpful, and professional manner.

Essential Duties and Responsibilities

- **Sales Process and Engagements:**
 - Maintain current knowledge of NewTek's entire product line, with a primary focus on NDI|HX products
 - Perform one-to-one and one-to-many product demonstrations of all NewTek products – both in person and online – with both technical accuracy and passion
 - Perform one-to-many lectures and seminars on NewTek products and workflows
 - Prepare and deliver technical presentations explaining products and services to customers and prospective customers
 - Create “sales pitch” Power Point decks to enhance and streamline sales engagements
 - Be fluent in communicating the value proposition of NewTek products and solutions to Channel Partners and customers in multiple outlets, including representing the company at corporate and regional trade shows
 - Collaborate with both the Channel and NewTek Sales Team to ensure understanding of customer requirements, and to provide pre-sales support
 - Accompany Channel Partners on customer visits where value is added, and assist on sales calls and product demonstrations as needed
 - Maintain a solid understanding of technical support and troubleshooting skills to provide pre-sales support – and post-sales support when and where appropriate
 - Work with Channel and NewTek Sales Team to coordinate all needed equipment, content, and travel logistics for customer visits, regional trade shows, and events

- Consult with NewTek Professional Services Group as needed to request services statements of work
- Provide visibility to NewTek Product Marketing, Marketing, and Sales Enablement of any high-profile customer interaction at corporate and regional events
- Collate and manage proposal documents and confer with Inside Sales on quotes as needed
- **Training and Enablement:**
 - Perform ongoing training for Channel Partners at their facilities to ensure they have a thorough understanding of our value proposition, products, workflows, and services
 - Work with Sales Enablement and NewTek Professional Services to assist in the creation and implementation of a pre-determined workflows – including required 3rd party products – designed to simplify and streamline sales engagements
- **General:**
 - Willingness to travel an average of 50% of the time – including some weekends
 - Attend meetings and workshops in our San Antonio office as necessary
 - Assist with other projects and duties as requested by your Supervisor

Key Requirements

- Two or more years of broadcast sales and/or marketing experience, with at least two years experienokce in a field facing role. International experience is preferred
- Must be a dynamic speaker with proven ability to get participants excited about the topics being presented, with comfort and skill in presenting to both large and small audiences
- Ability to memorize product specifications and demonstrate their use accurately
- Advanced knowledge of NewTek products and services
- Demonstrated ability to take initiative and be proactive
- A high attention to detail and proven ability to multi-task efficiently
- A collaborative and results-oriented working style for managing multiple, complex projects in a team-oriented environment
- Proven ability to actively influence others and gain acceptance and approval of complicated or innovative ideas and concepts
- Excellent verbal and written communication skills
- Mature judgment and initiative with good listening, communication and interpersonal skills
- Superior written and verbal communication skills, with an ability to organize and disseminate information to appropriate parties
- Proven success solving challenges with new and innovative approaches
- Excellent people and management skills to interact with staff, colleagues and cross-functional teams, and third parties
- Proficient in the development, implementation, and use of E-Learning tools
- Computer proficiency, with knowledge of Microsoft Word, Excel, PowerPoint, database and web-based applications (Salesforce and Channeltivity experience a plus)
- Bachelor's or Associate's degree in related discipline is preferred but not required

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