



Job Title: Regional Sales Manager, Northeast US & Canada
Department: Sales
Reports To: Sr. Director of Channel Sales, US & Canada
Location: Field (within defined territory and approx. 1 hr. from major airport)

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.

DESCRIPTION

The Regional Sales Manager (RSM) Northeast U.S. & Canada (CT, DC, DE, MA, MD, ME, NB, NH, NJ, NL, NS, NY, ON, PA, QC, RI, VA, VT, and WV), is responsible for maintaining and creating significant revenue growth by prospecting, developing, and closing new sales opportunities in all of our key vertical markets on his own initiative and by partnering with NewTek Reseller Channel partners. This position reports to the Senior Director of Channel Sales for North America.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Overall:

- RSM are in charge of guiding the reseller channel sales in their defined territory. This includes reviewing previous sales results, ongoing monitoring of the sales pipeline, assessing the particular reseller partners' sales capabilities, resources such as demo equipment, facility space and sales staff. Performing ongoing training on new products and services as well as always looking for ways to improve and setting goals for sales teams and inspiring them by personal leadership and a passion for excellence. The ability to understand and articulate NewTek products is a must, directly and remotely, both with the reseller channel and directly with clients when appropriate.

Specifically:

- Collaborating with senior executives to establish and execute a sales goal for the region
- Managing a sales channel in order to maximize sales revenue and meet or exceed corporate-set goals
- Forecasting annual, quarterly, monthly and weekly sales goals
- Developing specific plans to ensure growth both long and short-term
- Educating sales channel with presentations of strategies, seminars and regular meetings
- Analyze regional market trends and discover new opportunities for growth
- Address potential problems and suggest prompt solutions
- Suggest new services/products and innovative sales techniques to increase customer satisfaction
- Train and develop a reseller partner channel within your assigned sales territory including creating a NewTek reseller sales plan.
- Work to grow and increase the opportunities in the Northeast and entire US with the reseller channel, fellow RSMs and Account Managers
- Create a balance mix of channel partners including Elite Partners, System Integrators, and Authorized Resellers to meet monthly, quarterly and annual revenue targets profitably.
- Build lasting relationships with prospects, current customers and key contacts in your region through extensive travel.
- Leverage relationships to capture new sales opportunities and revitalize relationships with existing customers.
- Research, prospect and establish leads, followed by an introductory needs analysis/discovery meeting and product demonstration utilizing a consultative sales approach.
- Prepare and present proposals to decision makers, clearly communicating NewTek's value proposition as a provider of professional video and graphics solutions.
- Build a sales pipeline for short, mid, and long-term opportunities
- Prepare weekly sales, activities, and revenue reports as required by your sales management.
- Work closely with other departments within the organization, and with our reseller channel.
- Manage Product Specialist schedule to maximize productivity including the scheduling of product demos, pre and post sales

- Travel – 75% of the time including out of territory support of other regions as needed
- Attend corporate meetings and team meetings when required
- Gain the ability to demonstrate a clear understanding of all NewTek sales procedures
- Perform on-site training for resellers and customers at their facilities
- Perform one-to-many lectures and seminars on product workflows
- Assist demo artist for both reseller and NewTek corporate events
 - Work with the Sales Team to coordinate all needed equipment, content and travel for reseller events and regional tradeshow
 - Assist in set up, testing and tear down of all equipment for any NewTek event on location
 - Inform your NewTek Sales Team and appropriate reseller personnel about opportunities uncovered at these events
 - Inform NewTek Marketing of any high-profile clients who attended these events
 - Work at NewTek corporate tradeshow as required
 - Stay on top of current product issues and solutions
 - Keep Sales and Marketing Team Informed of any areas of opportunity

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

REQUIRED SKILLS:

- Bachelor's degree (or equivalent experience)
- Min. of 5 years of sales experience in a professional A/V and/or video production related industry
- A proven track record of successful revenue growth and proven business development capabilities
- Advanced knowledge of NewTek products is a plus
- A thorough understanding of live video production, streaming and post-production products and workflows
- Deep understanding of IP workflow and technology
- Knowledgeable in AV workflows
- Outstanding interpersonal and communication skills, both oral and written
- Strong public speaking and presentation skills
- Demonstrated ability to work independently and exceed goals
- Must be creative, detail and solutions oriented, possess a strong work ethic, be willing to learn and have a burning desire to succeed
- Strong organizational skills and team oriented
- Desire and ability to travel extensively (approx. 75%).
- Valid driver's license and Passport
- Computer proficiency, with knowledge of Microsoft Office 365, Customer Relationship Management (CRM) software and systems database and web-based applications
- Salesforce CRM knowledge a plus

If interesting in applying for this position, please send resume and cover letter to:
resume@newtek.com