



**Job Title:** Territory Manager, Northeast/Government US & Canada  
**Department:** Sales  
**Reports To:** VP 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 Territory Manager (TM) Northeast/Government U.S. & Canada, 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. The TM also works closely with the Key Account personnel within North America to prospect and build strategic and large-scale revenue pipelines. Additionally, this person will also work to grow and increase the Federal Government (State & Local) business in the Northeast and US with the Reseller Channel and where appropriate directly. This position reports to the VP of Sales for the U.S. and Canada.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

Overall:

- Territory Managers are in charge of guiding the Reseller Channel's sales force 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, articulate and to demo NewTek products is a must, directly and remotely, both with the Reseller Channel and directly with clients when appropriate.

Specifically:

- Train and develop a reseller partner channel within your assigned sales territory including creating a NewTek reseller business plan.
- Work to grow and increase the Federal Government (State & Local) business in the Northeast and entire US with the Reseller Channel, fellow TMs and where appropriate direct.
- Create a balance mix of channel partners including Elite, System Integrators, Authorized and Associate 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 quarterly meetings at our Corporate HQ in San Antonio, TX
- Gain the ability to demonstrate a clear understanding of all NewTek sales procedures
- Perform both one to one and one to many product demonstrations of all NewTek video products at the highest level
- Perform on-site training for resellers and customers at their facilities

- Perform one-to-many lectures and seminars on product workflows
- Have a solid understanding of tech support and troubleshooting of NewTek products
  - Be available to answer tech questions and help facilitate solutions for the sales team and resellers
  - Be available for technical presale questions
- 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
- Assist in the production of NewTek Training and Demo videos and webcasts
- Transfer knowledge of Government clients and buying decision making to the rest of US & Canada team.
- Keep demo equipment assigned to the region current and in full working order

## **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:**

- Bachelors degree (or equivalent experience)
- Min. of 5 years of sales experience in a professional 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
- 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 drivers license
- Computer proficiency, with knowledge of Microsoft Word, Excel, PowerPoint, database and web-based applications (CRM Customer Relationship Management Software and systems)

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