Sales Leader, Software Solutions

"I am very good at selling software solutions to CXO levels. These software solutions include:

- real-time, interactive Web-based video collaboration services ["cloud-based enterprise services", e.g., Jive, Yammer, Skype for Business / Lync, Google Drive, Office365, Google Docs].
- remote presentation services ["Web conference services", e.g., WebEx, GoToMeeting, TeamViewer, Join.me].
- industry-specific remote communications services ["tele-platform services", e.g., tele-healthcare, tele-training, tele-education, telepresence].

Coscend's approach is designed to bring an account sales and program management focus to integrated cloud-based services. There are few people around that have the collaboration industry experience, Internet service knowledge, consultative sales ["sales technique"] and program management experience in the cloud-based services segment.

I am one of them. **If I do not have any one or more of these elements, I can develop them fairly quickly.**

My competitors rate my traits as a sales leader in the top 10% because I:
- Gain willing obedience of customers as I am honest in my sales and lack gregariousness.
- Am team oriented in customer's purchase process due to my modesty.
- Take control of my sales cycle due to my conscientiousness.
- Focus on customer decision-making for effective win as I am achievement oriented.
- Am inquisitive so that I get to the truth about my chances of winning as quickly as possible.
- Effectively handle emotional disappointments as I do not get discouraged.
- Am action-oriented and unafraid to call high in my accounts or courageously cold call new prospects, i.e., balance self-consciousness with my goal focus.

I am intricately knowledgeable about the entrepreneurial workings of early stage ventures.
- I have the passion for transforming a segment of the industry.
- I have the empathy to listen, adopt and commit to fast-growth objectives through my:
  - drive to contribute something significant that leaves a legacy behind.
  - insatiable hunger and commitment for achievements.
- I am willing to pay the price for this opportunity due to my:
  - stamina to sustain for a long period.
  - willingness to learn and grow.
  - motivation for significant personal and career growth, along with financial rewards. The rewards would be incomparably and significantly higher than other opportunities."

Do you claim the above?

This sales leader will:
- Front-end the entire software solutions (products + software services) portfolio of the company. Responsible for messaging through business development and demand generation to deal closure, i.e., customer experience, sales engineering and solution innovation, business development and sales.
- Have relationships at geographically dispersed **enterprises, hospitals, universities** and **telecom** (wireline, wireless, cable and satellite), **entertainment** and **Internet** service providers.
- Build the revenues of the company through mid-stage to IPO.

Not every leader would have every element of the description below, but they would have significant overlap with it. If a candidate does not have any one or more of these elements, he / she should be able to pick things up fairly quickly.

Skills
This sales leader will be a senior sales management and business development executive with a demonstrated track record of proven results in selling **intangible, consultative software services** and software **products** to CXO levels. Experienced in consultative sales and account sales management:
- [Preferred]: of **telecom, media, Internet** and **entertainment services** offered by network operators.
- [Preferred]: of **cloud-based enterprise services** offered to enterprise customers and consumers.
- [Preferred]: serving the **enterprise**, **mobile applications** and telecom **BSS** and **OSS** markets.

Someone aware of a few of the management consulting tools used at consulting companies such as McKinsey will help close deals sooner.

Experience includes:
- Successfully securing small/mid-sized technology deals.
- Engaging with a VP/C-level person in a technology company by demonstrating sufficient understanding of software development processes, technologies, and best practices.
- Building direct and channel-based sales teams including systems integrators and corporate players.
- Leading sales, new market and business development, startup and contract negotiation.
- Leading and directing critical sales and new market development activity with cross functional teams and global business partners during times of rapid organizational change including mergers and acquisitions. Proven leadership in growing and closing opportunities in diverse markets, including international, with a persuasive ability to mentor and cultivate direct reports and partners.
- A high success rate in establishing, managing and producing revenue generating, strategic alliances.
- Contracting and negotiating complex business agreements coupled with a passionate commitment to customer satisfaction.
- Working in a smaller company environment, with dynamic and evolving sales support structure, coupled with a passionate commitment to customer satisfaction. Be driven and enthusiastic about growing yourself and your compensation levels year after year.
- Strategic planning, and communications skills coupled with technical expertise.

Detailed requirements

1. Core sales/business development skills that are relevant for Coscend's target market.
   - Ability to generate leads own leads, to supplement what marketing team generates.

- Follow a systematic, metrics-driven, sales pipeline management system to drive predictable revenue.
- Natural ability to build lasting relationships, based on trust and capabilities, with VP/C-level executives of small/mid-sized technology companies.
- Should be able to effectively play both "hunter" and "farmer" roles for business development.

2. Thorough understanding of software development life-cycle.
- Preferably prior hands-on software development or software project management experience.
- Understand the distinction between "Software Product" and "Software Project/Services" (custom job shop) business models and how their combination is delivered to customers.
- Be up-to-date enough on software technologies to be able understand a client's needs and be able to engage them (e.g., a VP of Engineering or a CTO) in a credible manner.
- Have good degree of familiarity with software development practices in real world situations, to be able to discuss and debate pros and cons of different approaches.

3. Core skill of a software product manager/business analyst.
- Ability to listen and work with business users/clients to deeply understand, analyze and capture software product requirements.
- Ability to work across multiple and diverse industry segments – Internet, mobile, wireless, e-commerce, and other high-tech areas – at the same time.

4. Sound project management skills – goal / results orientation, strong communication skills, diligent on follow-up, planning ahead, and managing risk.
- Ability to self-manage (i.e., work independently) and also manage the sales cycle, with the software development team, if needed.
- Ability to 'nudge' the client effectively and elicit required cooperation so the software development team can effectively deliver great business value to client.

5. Genuine willingness, and perhaps interest, in working with the U.S. as well as India team of software development and testing professionals. Be willing to deal with communication and other challenges that come with this turf. This team of high-performance professionals that has high integrity and commitment is not immune to some of the usual challenges given time-zone and cultural differences between the U.S. and India.

Responsibilities
- Plan, organize, direct, and execute global sales activities to achieve corporate goals.
- Grow sales from product concept through a sustainable product line to a line of business.
- Participate in the executive management committee in establishing corporate goals.
- Recruit, manage, and mentor sales executives and pre-sales engineering.
- Create and maintain new business development partnerships domestically and internationally.
- Identify and manage indirect channel sales team on a global basis.
- Implement and manage sales process:
  - Win / loss analysis.
  - Meet or exceed sales group quota as set forth by Management.
  - Develop sales presentations on product lines.
  - Maintain a high level of rapport with strategic customers to be able to assess the opportunities and be able to assess trends in the market place.
  - Research and recommend priorities and pricing strategies for the organization, which will result in the greatest net profit.
  - Coordinate with other departments (such as Marketing, Systems Engineering and Development) for resources to optimize the sales efforts.
  - Assist the product management group in establishing product direction.