

# AudiencePoint

<https://audiencepoint.com/job/senior-sales-channel-director-for-salesforce-marketing-cloud/>

## Senior Sales & Channel Director for Salesforce Marketing Cloud

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### Description

The Senior Sales & Channel Director wins, maintains, and expands relationships with assigned channel partners. Assigned to channel partners based on geography, channel, or market, the Channel Manager is responsible for achieving sales, profitability, and partner recruitment objectives.

The Senior Sales & Channel Director represents the entire range of company products and services to assigned partners though may focus on a specific solution or product set if focused in a partner vertical market.

### Responsibilities

- Establishes productive, professional relationships with key personnel in assigned partner accounts.
- Coordinates the involvement of company personnel, including support, service, and management resources, in order to meet partner performance objectives and partners' expectations.
- Meets assigned targets for profitable sales volume and strategic objectives in assigned partner accounts.
- Proactively leads a joint partner planning process that develops mutual performance objectives, financial targets, and critical milestones associated with a productive partner relationship.
- Proactively assesses, clarifies, and validates partner needs on an ongoing basis.
- Sells through partner organizations to end users in coordination with partner sales resources.
- Manages potential channel conflict with other firm sales channels by fostering excellent communication internally and externally, and through strict adherence to channel rules of engagement.
- Leads solution development efforts that best address end-user needs, while coordinating the involvement of all necessary company and partner personnel. Ensures partner compliance with partner agreements.
- Drives adoption of company programs among assigned partners.

### Qualifications

- Four year college degree from an accredited institution
- Minimum five years of channel sales experience in a business-to-business sales environment.
- Mac proficiency
- This position requires extensive travel.
- All prospective employees must pass a background check.

### ACCOUNTABILITIES AND PERFORMANCE MEASURES

- Achieves assigned sales quota in designated partner accounts.
- Meets assigned expectations for profitability.
- Completes partner account plans that meet company standards.
- Maintains high partner satisfaction ratings that meet company standards.
- Completes required training and development objectives within the

assigned time frame.