



Job Description – SAP Business One Sales Representative

Responsibilities

Reporting to the Sales Manager, the Sales Representative will be responsible for driving sales to new customers through marketing and sales efforts.

Marketing

- Assisting with the creation and on-going maintenance of a marketing plan and budget.
- Sourcing of company news and events to be distributed through Public Relations (PR), web and media channels.
- Developing marketing material that can be used in sales, trade and PR events (company profile information, staff profiles, product and service offerings and customer success profiles).
- Working closely with the SAP partner marketing resources to leverage the materials and programs they provide including co-op marketing funds and program templates.
- Managing the company web site content with the help of internal and external programmers, writers and designer resources.
- Developing and executing marketing campaigns including pay per click, mailers, email, telemarketing, seminars, webinars in conjunction with SAP and other partners.
- Tracking the success of marketing programs and expenses to plan.

Sales

- Assisting with the development and on-going maintenance of a sales plan including target industries, prospects and projections.
- Identifying and developing leads into active prospects through marketing, joining industry associations and establishing a presence in the industry.
- Developing prospects into customers through a structured sales cycle which will include:
 - o Qualifying prospective customers;
 - o Developing an understanding of the prospects business and needs;
 - o Providing information on product features and functions;
 - o Researching and developing solutions;
 - o Preparation of detailed quotations and proposals;
 - o Solution presentations;
 - o Product demonstrations;
 - o Coordinating reference checks; and
 - o Contract negotiation and closure.
- Working with internal resources to develop creative solutions to business issues including custom software or SAP add-on requirements.
- Providing regular reports to the Sales Manager comparing sales results and forecasts to projections.
- Preparing and maintaining pertinent documentation as prospects move through the sales cycle to facilitate communication and to ensure a smooth transition from sales to implementation.
- Developing and maintaining an in-depth working knowledge of SAP Business One and selected third party products:
 - o Keeping abreast of product development;
 - o Maintaining SAP Business One certification;
 - o Attending online and in class training; and
 - o Loading, testing and evaluating new products and releases.

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- Working effectively in a team environment:
 - o Working with the Manager of Operations to schedule resources and to secure pricing for hardware and software for inclusion in proposals;
 - o Coordinating the efforts of a sales team which may include the Sales Manager, Pre-Sales Support, SAP Channel resources and Third Party resources (Solution Partners and Consultants);
 - o Working with administrative resources to coordinate sales and marketing efforts; and
 - o Fostering and mentoring new staff members.

Ideal Personality Traits

- Integrity
- Good people skills
- Highly motivated (drive, initiative, energy)
- Assertive
- Confident
- Decisive
- Positive Attitude
- Persuasive
- Dependable

Ideal Job Qualifications

- Degree in Business with an emphasis on sales and marketing
- Three (3) to five (5) years of sales and marketing experience
- Experience with sales and marketing of information technology, specifically Enterprise Resource Planning (ERP) or related software
- Strong communication skills, written and oral
- Good interviewing and listening skills
- Excellent presentation skills
- Effective time management and organizational skills
- Business application skills (MS Word, Excel, PowerPoint, Outlook, Adobe)

Geography:

- Ideally the position would be based in Winnipeg
- Initially the territory will include ON, MB, and SK but is likely to expand
- Must be able to travel in Canada and the United States (estimate 4 to 7 days per month)

Compensation

- Base Salary \$55,000 to \$75,000
- Generous commission based on established sales targets
- Salaried exempt position
- Company sponsored Group Benefits
- Auto expense reimbursement
- Workstation, mobile phone, notebook