



Central Europe Partner Manager | Job Description

Ref: R00073

Overview

We are looking for a Partner Manager to develop and manage relationships with channel partners to drive sales and revenue.

You will be responsible for identifying and onboarding new partners, providing support and training, and managing the performance of existing partners.

The ideal candidate will have experience in channel management, strong communication and interpersonal skills, and a deep understanding of the sales process.

VoCoVo has achieved immense sales growth in its domestic market over the past 5 years attaining many well-known retail brands as its customers. Our aim is to deliver the 'connected store' to all of our new and existing customers, making retail tasks seamless and efficient.

The CEU/SEU Partner Manager - has several objectives, to maintain and develop existing partner revenue streams and relations, identify, qualify, and sign up new partners across the CEU/SEU (France, Germany, Greece, Italy, Portugal and Spain) region, hold regular QBR meetings, provide hands-on on site training, provide support on customer meetings (remote and in person), and develop into live proof of concepts with tier 2/3 prospects. Support partner with co-op events and exhibits. Coordinate with the Channel Marketing Lead to manage, Deal Reg, Lead-Gen & Referral. MDF/Co-op, Training, daily the VoCoVo Partner Platform (VPP)

At VoCoVo, we have had several years of significant growth, hunting, developing and winning new customers. Our roll-outs typically range from £100,000 - multi-million pound deals, with a mix of both CAPEX and OPEX revenue. Because of this, and the way in which retailers secure budgets, the sales cycles tend to be 9-18 months for Enterprise and 6-9 months for Tier 2/3 Retail that is supported by the Channel Partners. Naturally this demands a lot of motivation and a positive attitude. We work with operational level personnel right the way up to executive and c-suite level individuals throughout the buying cycle and so being able to manage those relationships is critical.

Strongbyte Solutions trading as **VoCoVo**

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Regardless of the successful 3 years we have had, there are still so many net new tier 2/3 retailers across the CEU/SEU for us to engage with and win. Because of our success, the competition has grown significantly in this market over the last 12-18 months and that has forced us to sell differently, and further show retailers why VoCoVo is the best communication tool for them. We are the market leaders after all.

We now need a compelling channel professional that can confidently sell VoCoVo through a selective and dedicated partner ecosystem and the benefits it brings to the Central European market, securing meetings that develop into strong proof of concepts that go on to full-scale rollouts.

Responsibilities

- Identify and onboard new channel partners
- Provide support and training to partners to ensure success
- Manage the performance of existing partners, and develop strategies to improve their sales and revenue
- Develop and maintain strong relationships with partners, and work closely with them to achieve mutual goals
- Collaborate with the sales team to align sales and channel efforts
- Monitor industry trends and stay up-to-date on competitors and market conditions
- Create and manage channel partner budgets and forecasts
- Develop and implement channel partner programs, such as training, marketing, and incentives
- Measure and report on the performance of channel partners, using metrics such as sales and revenue
- Identify and resolve conflicts and challenges within the channel
- Provide support and guidance to partners on product and solution offerings
- Attend industry events and conferences to build relationships and promote the company

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Requirements

- 3-5 years of experience in channel management or sales
- Proficiency in customer relationship management (CRM) software Hubspot
- Strong verbal and written communication skills, with experience presenting to partners and stakeholders
- Generate sales and revenue growth through the partners.
- Knowledge of sales techniques and strategies
- Strong problem-solving and negotiation skills, resolve channel conflict.
- Time management and organisational skills
- Ability to work independently and as part of a team
- Flexibility and adaptability to change
- A desire to learn and grow in the channel management field
- Maintain and develop relationships with existing partners, holding QBR and managing an accurate forecast pipeline on Hubspot and feeding back to production team,
- Assess and qualify new partnership opportunities applying the selection criteria where VoCoVo and Partner are aligned whilst ensuring all necessary sign up paperwork is completed (NDA must be in place prior to discussing any sensitive information).
- Coordinate with VoCoVo Sales Team on any Tier 1/2/3 opportunities and pull in the appropriate channel partners to support when applicable.
- Ensure all partners complete the free on-line training syllables within the first 90 days of sign up. Training accreditation is revalidated every 12 months.
- Ensure all partners are aligned with VoCoVo's marketing policy and their website displays the correct VoCoVo collateral.
- Coordinating with VoCoVo's Channel Marketing Lead and assisting with any partner marketing campaigns, managing any approved MDF/Co-op budget and maximising RoI.
- Attend European shows and partner lead events to generate leads.
- Support You will work closely with our marketing team on outreach content and messaging, building relevant sequences and posts that help secure initial meetings.
- Bachelor's degree in business or related field experience

If you are excited by this challenge then we want to hear from you.

To apply please forward your CV and covering letter, detailing why you feel this role is the perfect for you to hr@vocovo.com

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