

Position Title: Technology Advisor

Department: Sales

Reports To: Sales Manager

Direct Reports: None

Job Overview: This Sales Role is responsible for generating sales of hardware, software, professional services, managed voice services, and hosted voice services. The Technology Advisor must be able to understand and articulate the business advantages that Cady BT products and services provide to the target markets and be able to articulate those advantages to senior business executives and IT professionals. In addition, understand and anticipate upcoming business needs and processes and be able to craft our solutions to incorporate those needs.

Responsibilities and Duties:

- Penetrate target markets by identifying, qualifying, and closing prospective target accounts with a Cady Business telecommunication/hosted product solution
- Increase existing account penetration through the sale of product and service offerings including service maintenance contracts
- Develop a successful territory-calling (customer identification and acquisition) and territory-management strategy for your customers and prospects
- Achieve your sales plan goals by constantly qualifying and closing your opportunities
- Engage multiple stakeholders; understand their business challenges, existing relationships, and decision-making process
- Maintain monthly pipeline (opportunity) forecasts
- Track the following sales activities in company CRM; face-to-face meetings, all prospecting activities, important emails, sales opportunities from lead to closure
- Generate effective and high-quality demonstrations/presentations/proposals
- Coordinate internal resources in all phases of the sales cycle in concert with the appropriate CBT resource(s). Coordinate the use of CBT personnel during the sales cycle to bring the correct resources to the account at the correct times throughout the sales process
- Provide CBT Management sales status, market trend, and competitive information