

JOB TITLE: Business Development Manager - Symantec

DIVISION: Vendor Management - Symantec

JOB LOCATION: Theale or London

REPORTS TO: Business Sector Manager

Role

The aim of the role is to support the Account Managers (“AM”) in their named partner accounts (“Partners”) by providing them with the necessary business development and vendor specialisation.

Responsibilities

Duties will include but are not restricted to:

Vendor side¹

Sales

- Meet/exceed revenue and margin targets for products and services for new and renewal business for the vendor lines that you have responsibility for (“Vendors”).
- Support the AMs to enable they meet their revenue and margin targets for the Vendors within their Partners.
- Articulate the overall value proposition of Arrow ECS and our predefined company solutions.
- Maximise opportunity for fulfillment business (i.e. switch/move business through Arrow ECS).
- Ownership and reporting on your Vendors including forecast and monthly predictions (Scorecard) with accurate and timely information on lead management, initiatives/programmes, pipeline and key deals.

Development

- Work closely with your Arrow ECS Business Sector Manager to plan out and create a generic Vendor Business Development Plan that will increase sales of their products, solutions and services.
- Profile and align named partner accounts against the generic Vendor Business Development Plan.
- Work closely with your Arrow ECS Business Sector Manager to plan out and create a series of partner specific Vendor Business Development Plans that will increase sales of the Vendors products, solutions and services into the named partner accounts that fully leverages the combined resources, expertise, strengths and differences of both the Vendor and Arrow ECS².
- Design and execute specific initiatives/programmes to deliver the partner specific Vendor Business Development Plan including assigning delivery responsibility between yourself, the AM and the Partners.
- If instructed by management, recruit new partners.

¹ As a guideline, Vendor side responsibilities should consume no more than 25% of your time.

² The creation of partner specific Vendor Business Development Plans in conjunction with the named AM and partners is addressed in the Partner Side: Development section.

Plan & Review

- Understand the Vendor's business including core strategy, financial performance, business/growth goals and total UK revenue (including Arrow ECS's share of wallet by revenue and product mix).
- Conduct monthly 1-1 business reviews with your Arrow ECS Business Sector Manager to ensure key performance metrics and objectives set out in the generic Vendor Business Development Plan are on track.

Relationships

- Interfacing with Vendor Partner Manager, including vendor relationship mapping for named partner accounts.
- Leverage the Vendor territory salespeople within the named partner accounts for each Vendor.

Partner side³

Sales

- Support the AM to maximize sales of the Vendor portfolio into the Partners to include (a) all products, solutions and services of the Vendor, (b) all predefined company solutions where the Vendor's product constitutes a critical component of the solution and (c) all relevant vendor programs and initiatives to leverage the profitability and growth within each of the AMs Partners.

Development

- Working with named AMs and their Partners, plan out and create a Partner specific Vendor Business Development Plan that will increase sales of the Vendor's products, solutions and services into the Partners that fully leverages the combined resources, expertise, strengths and differences of the Vendor, the Partners and Arrow ECS.

Plan & Review

- Understand each Partner Account Plan insofar as it relates to the sales of the Vendors product, services and solutions.
- As pre-agreed with the relevant AM, attend regular meetings within the Partners to include QBR's, Executive, Marketing, Finance and Technical in order to drive the Partner Account Plan.
- Provide a monthly management report to the Business Sector Manager.

Relationships

- Full understanding of the Partner Ecosystem for each generic Vendor Business Development Plan to include (a) the name of each supporting AM, (b) the underlying Partner Account Plan and (c) those Vendor programs and initiatives that will enable the AM to leverage profitability and growth within each Partner.
- Regular communications with each AM for the named partner accounts where you play a supporting role to include (a) forecasting and update of the Partner Account Plan and partner specific Vendor Business Development Plan, (b) the co-ordination of your combined contact into each Partner and (c) the co-ordination of all actions set out in the partner specific Vendor Business Development Plan.

Operational & Execute

- Responsible for Vendor Escalations

^{3 3} As a guideline, Partner side responsibilities should consume no more than 75% of your time.

- If instructed by management, educate/train all relevant departments (i.e. Purchasing, Q & C, Sales Support, Finance) on the following elements of your Vendor ecosystem:
 - Vendor Programs and Lifecycles
 - Product Knowledge and Roadmaps
 - Provide site sellers covering key product & service USP's
 - Process
 - Q & C
 - Aspire training

Appendix

- Where relevant, manage team of BDM's to achieve business goals