

### **About Veeya**

Our passion is enabling, empowering and encouraging people who love to help others by simplifying how organizations receive and leverage technology. We are a Managed Service Provider (MSP) focused on helping innovative organizations by providing well-designed cloud infrastructure, scalable and secure user and device services, safe and reliable Internet connectivity, secure and connected campus infrastructure and wireless networks, dependable and modern Voice over IP (VoIP).

### **Primary Job Responsibilities**

The Sales & Marketing Manager has three core strategic responsibilities:

#### **1) Attract Decision-Makers within our Target Audiences**

- a. *Reach Total Customers Served goals by generating inbound inquiries through cost-effective marketing programs and campaigns.*
- b. Lead activity coordination with contracted marketing resources plan, develop and execute inbound lead generation campaigns (including content calendar, email, etc.)
- c. Provide process to help customer-facing Veeya team members to identify appropriate Case Study and/or testimonial candidates, then complete the actual “project”
- d. Execute direct-to-prospect activities that result in new sales (phone and in-person conversations, preparation, research)

#### **2) Win New Relationships Based on Trust**

- a. *Focus on building long-term, committed customer relationships based on a predictable cost model (e.g., Monthly Recurring Revenue).*
- b. During the prospecting process, inform prospective clients of communication plan and meet those targets, showing consistency and persistence.
- c. Bullet about growing relationship?

#### **3) Ensure Every New Customer Receives a Delightful Service Onboarding Experience**

- a. *Work with Veeya Services Delivery team to ensure every new customer receives clear and timely communication throughout the onboarding experience.*
- b. Responsibility for ensuring all one-time and recurring invoices are accurate and sent in a timely manner – requires clear and timely communication and workflow with Accounting, Service Delivery, and Services organizations.
- c. Responsibility for ensuring Veeya Service Delivery has appropriate time and expectations to deliver high-quality Services; while clearly communicating status updates and regular, consistent reporting with the customer.
- d. Set clear expectations so that every customer pays within their term by scheduling periodic meetings with customers to discuss invoices.

This position is strategic to the organization. The individual in this role must master the process of helping team members and customers work together. The following responsibilities are provided to further clarify the day-to-day tasks:

- Work with Services Delivery teams to continuously improve the experience customers have during the onboarding process.

- Work with Cloud and User Services on solid workflow that helps Veeya ensure a solid hand-off between S&M to Onboarding to Accounting.
- Strong feeling of ownership. Regardless of who “owns” each Service, this person will do what it takes (within the boundaries of our Service Standards) to ensure our customers have a fantastic experience.
- Strong “get it done by enabling others” mentality; constantly thinking about how Services Delivery and Accounting improve their process of ensuring services delivered match invoicing.
- Continuously staying in touch with Services Delivery, Accounting and the Client and ensuring the Veeya family is (1) leveraging our Services appropriately and (2) understands our Services at a high level.

#### **Required Skills and Abilities**

- Loves the process of making everyone better
- Proven ability and passion for building trustworthy relationships
- Fantastic communicator (both in person and in writing) and natural leader
- Must feel comfortable interacting with all levels of customers’ team (e.g., principals/headmasters/business owners, office managers/managers, leaders/teachers/faculty)
- Natural problem-solving abilities, both strategic (identifying new problems to solve) and tactical (strong technical troubleshooting skills)
- Exemplary understanding and proven expertise in designing workflow that increases internal efficiencies and builds stronger communications
- Pursuer of better ways to schedule and communicate
- Excellent discernment regarding how and when communications need to happen – and with whom (right content, right audience, right time)
- Technical enough to earn right to influence technical priorities, confident enough to make professional recommendations
- Critical thinking skills
- Must be willing to ‘fight’ for customers in winsome ways