

mobileStorm Role Scorecard

Position: Senior Manager – Sales Engineer

Hiring Manager: Ojas Amin – Director of Engineering



2012 -13

Role Scorecard

Functional Role: Senior Manager, Sales Engineer

Date scorecard updated: Tuesday, December 11th, 2012

This role reports to: Ojas Amin, Director of Engineering

Mission of Company:

mobileStorm's goal is to create the most intelligent communication platform on the planet. We provide a cloud-based mobile communication platform that helps organizations reach consumers in multiple ways. By combining technology and expertise we enhance our customer's communication relevancy. Relevant communication is the fuel that helps drive an organizations goals, be it driving revenue and/or reducing costs.

Purpose of the role:

The primary goals of this position are to partner with Sales and Account Management to win deals, close deals faster and get clients integrated and messaging as quickly as possible. The shorter our sales and implementation cycles, the more money we and you make. You must be able to gain the customer prospect's confidence to such a degree that they see you as the solution expert. You will be expected to architect a complete solution, working with the sales and product teams, and then facilitate selling it to the customer. After the sale is completed, you will transition your work to the Operations and Account Management teams so that the solution is implemented quickly and correctly with minimal impact to clients.

Role Accountability and Performance Requirements: (review every quarter)

Key Duties:

- ❖ Interact with a diverse group of people and gather knowledge from a variety of sources to assist with winning the deal!
- ❖ Present product to different audience such as C-level management and technical team (developers, DBAs, IT Admin, IT security)
- ❖ Present product demonstrations (including API, database and system integration)
- ❖ Compile detailed prospect environment information
- ❖ Act as technical resource for sales as they navigate through the sales cycle
- ❖ Assist with RFI & RFPs
- ❖ Write user-focused solution documents
- ❖ Successfully project manage all presales engagements you are involved with
- ❖ Document and update Salesforce.com as required
- ❖ Attend prospect, customer or internal meetings as guided by your manager
- ❖ Be able to demonstrate mobileStorm' products
- ❖ Travel as required
- ❖ Other duties as may be appropriate and applicable demonstrations and activation/on-boarding activities.

Company Core Values:

Maintain Integrity at all Costs – Integrity is how we’ve stayed in business and why we’ll continue. No matter what the situation, always do the right thing.

Make Decisions – We believe decisions should be made by those closest to the issue or those most affected by it. Top down management is old school; make decisions on your own, but ask the advice of others before executing it.

Practice Transparency – Share all kinds of information, often. A transparent organization is a trustworthy one.

Be Successful – Success comes from hitting your goals on a consistent basis. Have a plan for “how” you’ll hit your goals and evaluate often; that way you always know where you stand.

Remember to Laugh – If it’s truly the best medicine, then we’re abusing our prescription. Laughter is your fuel to get through the good times and the bad.

No Surprises – No one likes to be surprised, so communicate effectively and “get people ready.” These are the keys to running an effective organization.



















Provide Customers with a Legendary Experience – Happiness, honesty, company support, empathy, and solutions are the core principles of what we like to call “Legendary Customer Service.” Give your customers an experience that will become a thing of legend.

Work Hard, and Have Lots of Fun – We believe that fun cannot be had without work, and work cannot be done without fun. Make sure you always balance the two, or you won’t be able to live up to the other core values.

ABL (Always Be Learning) – Smart people can add value in any situation. The more you educate yourself, the more valuable you will be to everyone around you.

Don’t Just Create . . . Innovate – A unique offering provides a competitive edge. Make sure you always spend a portion of your time thinking about how mobileStorm can set the standard.

Know the Facts – Good data helps you make the right decisions. Know before you decide.

<p>Key Performance Indicators:</p> <p>* There may be some additional KPIs created and agreed to before offer is made</p>	KPI #1		KPI #2	
	Revenue Growth (new clients) / QTR	Ranges	Revenue Growth (existing clients) / QTR	Ranges
	 Going great	> 15%	 Going great	> 10%
	 Slipping	< 9%	 Slipping	< 5%
	 Failing	<= 5%	 Failing	<= 3%
	KPI #3		KPI #4	
	POC Conversion %	Ranges	% of time talking to clients	Ranges
	 Going great	> 75%	 Going great	> 60%
	 Slipping	< 50%	 Slipping	< 40%
	 Failing	< 25%	 Failing	< 25%
	KPI #5		KPI #6	
	Client Satisfaction Rating	Ranges	Client training sessions / YR	Ranges
	 Going great	TBD	 Going great	4
	 Slipping	TBD	 Slipping	3
 Failing	TBD	 Failing	>= 2	

Recruiting Requirements:

<p>Behavioral Competencies: <i>(not in order)</i></p>	1	Time Management	2	Self Motivated
	3	Resourcefulness/Initiative	4	Communicative
	5	Integrity	6	Independence
	7	Leading Edge	8	Decision Making
	9	Energy	10	Creativity

<p>Qualifications:</p>	<ul style="list-style-type: none"> • 5 years of documented presales experience in commercial software with emphasis in security or database solutions • Minimum 2 years experience in software engineering in Unix/Linux and Windows environments • Demonstrated aptitude with programming (Java is a plus) and scripting languages (Python is a plus) • Demonstrated competence with relational database design and development • Solid understanding of web service development (REST, JSON and XML) • BS in Computer Science or equivalent. MBA is a plus but not required.
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Skills / Abilities / Talents:	<ul style="list-style-type: none">• Strong problem solving and analytical skills• Well-developed interpersonal skills with an ability to get along with diverse personalities• Exceptionally strong presenter and persuader• Ability to guide sales team to adopt and present correct solution• Tolerance for potentially stressful and/or frustrating customer situations• Strong business acumen• Solid understanding of SaaS model, including business advantages and disadvantages• Understanding the technology role in solving business issues and improving ROI• Good technical skills (ability to install and demo complex enterprise software)
Previous Experience:	<p>The ideal sales engineer candidate will have a strong sales engineering background and comprehensive experience working with sales both in a pre-sale, presentation and closer role as well as with account management in post-sale implementation, problem solving and upsell capacity. We expect you to be versed in Python, Java, JavaScript, HTML/5, SQL and have strong experience in discussing, teaching and troubleshooting API and integrations with client systems. You will also be a strong and effective communicator, client advocate and work closely with Product and IT on customer specific enhancements and issue resolution.</p>