

## Job Description

Job Title:	Business Development Manager Europe
Department:	Sales
Location:	UK
Country:	Various EU countries
Level:	Individual Contributor
Reports To:	Head of Sales UK & Europe
Role Type:	Permanent Full-Time
Contracted Hours/Days:	FTE

### About Us

*Reveal Media is the leading European Body Worn Camera company. The UK has led the way in the implementation of Body Worn technology and over 75% of UK Police Forces have chosen to standardise on Reveal's cameras and evidence management software. The company now has customers in another 40 countries around the world with marquee wins such as Singapore Police Force and Hong Kong Police Force as well as police and non-police customers in major markets such as the USA, France, Germany, Poland and Italy.*

*Reveal's cameras are used in a diverse range of situations, from police to traffic enforcement to railways, private security companies and even on cruise liners. The potential for the use of Body Worn cameras around the world is growing rapidly due to their proven impact on crime reduction, abuse against the wearer and the associated cost reductions.*

*Reveal is well positioned to capitalize on the growth opportunities. Its market leading design and unique features that assist in de-escalating violent situations as well as ensuring high quality evidence is retained mean that the potential for revenue growth is very significant.*

*It's an exciting time to work for Reveal as we execute on our plans for market share growth internationally.*

### Purpose of the Role

- To be responsible for those European markets where Reveal does not have a local sales presence and where a channel sales approach is required
- Develop and implement a single tier reseller structure to provide a high quality route to market for Reveal's products using third parties
- Identify key markets and segments and the best quality resellers within them
- Execute on the plan and drive revenues

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## **Responsibilities**

- Achieve the quarterly sales quota for the territory
- Work directly with end users to pull the business through the reseller partner. Support the reseller appropriately to ensure that they are equipped to win the deal.
- Perform market analysis for each country in territory to determine business opportunities and identify best in class reseller partners
- Target police and non-police segments
- Review current reseller profiling and onboarding procedures. Identify service and support requirements and ensure these are covered by the reseller partner or Reveal as appropriate
- Map out reseller go-to-market strategy for the countries identified
- Recruit top class reseller partners
- Train, onboard and incentivize the reseller channel
- Implement ongoing Quarterly Business Review process to monitor reseller performance and make changes as necessary
- Identify marketing requirements for each local market and agree a joint plan between Reveal and the reseller
- Respond to opportunities outside the reseller network as required, including management and completion of tender responses.

## **Qualifications, Skills and Experience**

### **Essential**

- 5+ years reseller management experience
- Solution selling background in the public sector marketplace
- Experience preparing tender submissions to public sector organisations
- Superior negotiating skills
- Excellent networking skills in order to identify and open up new business opportunities
- Excellent communication and presentation skills, both written and verbal
- Good time management, attention to detail, ability to handle pressure and deal with ambiguity
- Self-motivated, with a 'hunter' mentality
- Have a technical background with a good appreciation of IT software and hardware
- Be able to communicate effectively to both technical and non-technical customers.

### **Desirable**

- Experience of the bodyworn camera market, or related technologies such as CCTV
- Network of contacts in law enforcement or related public sector area
- Software Sales background an advantage
- Knowledge of basic storage, cloud and networking concepts
- Familiar with Salesforce.com
- One or more European languages (preferably German -in addition to fluent English)

- Knowledge of computer memory and processing power, different versions of Windows, storage solutions (on disk, NAS, SAN, cloud, etc.), databases (namely Microsoft SQL Server), servers and virtual machines, and network connectivity and bandwidth.

Employee Name:	Line Manager:
Signature:	Signature:
Date:	Date: