

Job Title: Technical Sales Consultant

Reports To : Head of Commercial

Job Purpose: To support the Kefron AP sales team by providing solution, infrastructure and integration technical expertise to win new customers for Kefron AP

Pre-sales consultant key responsibilities

- **Client Demonstrations:**
 - Partner with the salesperson to demonstrate the empathy and confidence to connect with senior decision makers in a sales meeting.
 - Provide reassurance on all technical aspects of the prospects' needs and ensure technical solution clarity and understanding on the part of the prospect.
 - Maintain and update the general demo environment used by sales, PM and support teams
 - Prepare and support standard Demos (estimated at 10 demo's per week across UK and Irish team) for larger or more complex opportunities. Standard demos will be carried out by salesperson.
 - Build proof of concept custom demos for larger opportunities using client supplied data where required

- **System knowledge and Technical Expertise**
 - Provide technical guidance to the sales team and to clients for how customer requirements can be satisfied
 - Answer technical questions in tenders
 - Answer technical questions on demos / client calls / emails
 - Create reusable technical assets (white papers, diagrams etc)
 - Inform the sales team, and demonstrate new features as they are added to the system
 - Provide technical support and guidance on all aspects of the technical infrastructure and security supporting the Kefron AP solution

- **Sales Process Support**
 - Provide product recommendations and expertise on best practices on use and delivery of Products
 - Provide 'Technical underwriting' of non-standard solutions
 - Provide technical knowledge and support on issues of ERP system integration
 - Liaison with delivery/dev team to assess required PS days (for debate)
 - Liaison with dev team to assist with scoping of client-driven platform features/enhancements/change requests.
 - Assist with internal proposal review and input – particularly for junior quota carriers

- **Product Steering Group Liaison**
 - Channel both market and specific client feedback concerning the platform to the PSG team
 - Provide liaison into Dev/Project team for product developments for specific deals.

- **Requirements:**

- Highly organized, team oriented with excellent oral and written communication skills
- High level of enthusiasm, initiative, commitment, and professionalism
- Demonstrated ability to build relationships with prospects and clients
- Ability to build compelling value-driven presentations with proven ability to address client objections
- Ability to gather complex requirements and work with a team to design a solution and match to client needs
- Operate at all times with high degree of integrity

Work Experience:

- Relevant degree in IT or business studies
- 2 - 3 years pre-sales / technical sales experience preferably with a SaaS solution with a demonstrable track record of sales success
- Experience of value-based solution selling
- Knowledge of or experience of working with finance systems would be a distinct advantage
- Knowledge of accounting processes would also be an advantage

Personal Characteristics:

- The ability to listen and empathise with prospects and to process their requirements
- Excellent English language communication skills and the ability to communicate technical and functional benefits to meet the prospects needs
- Problem solving ability to assist in overcoming technical challenges
- Needs to work as part of an sales and technical teams – and provide the bridge between them
- Must be professional and courteous in all their dealings with colleagues, prospects and clients