

**BUSINESS DEVELOPMENT MANAGER**  
**MEXICO \ LATIN AMERICA**

**Objective:** Sell more products to more customers, more often and more profitably, effectively identifying international distribution channels for Perceptics' products and working with Perceptics' team members and channel partners to ensure high customer satisfaction.

**Reports to:** Vice President of Sales & Marketing

**Areas of Responsibility:**

**I. Government Agency Business Development.**

- A. Build direct relationships with foreign governments at the federal and state agency level to promote the use of Perceptics security systems. Target agencies that control customs & border protection operations; drug interdiction; military and homeland security; defense and tolling enforcement. Target countries include: Mexico, Columbia, Argentina, Costa Rica, Belize; Guatemala;
- B. Build direct relationships with US Embassy attachés that coordinate US policy within the foreign countries in the areas of customs and border protection; drug interdiction and homeland security.
- C. Develop and maintain a thorough and current understanding of Perceptics' target markets and product application segments
- D. Network and conduct regular market research to identify market opportunities and competitive activity to help shape company product and market priorities.
- E. Develop and manage a clearly defined annual Latin American Sales & Marketing Plan (MS PowerPoint format) for the assigned geographic area (sales via direct end-users, prime contractors / integrators or value-added resellers). Submit quarterly updates and recommendations regarding potential improvements to the Vice President of Sales.
- F. Develop and manage the annual product path development plan for assigned international markets. Work with channel partners to specify / justify new products or product enhancements and benchmark competitive systems to identify opportunities for product differentiation.
- G. Monitor and respond to web inquiries regarding the sale of Perceptics' products.
- H. Maintain your Latin American sales pipeline, communicating regularly with channel partners to understand project activity, new opportunities. Review the sales pipeline with the Vice President of Sales on a monthly basis.
- I. Maintain an up-to-date prospect, customer and channel partner information in the contact management database.
- J. Consistently communicate Perceptics' strengths and the excellent customer service that distinguishes it from the competition.

## **II. Distribution Channel Management**

- A. Develop and maintain strong working relationships with select international VARs and system integrators.
- B. Establish and manage clear expectations with Perceptics' channel partners (e.g., the cost of annual certification, spare parts purchased by Perceptics, etc.).
- C. Maintain an electronic calendar of all direct sales and channel partner field visits in the MS Outlook Business development calendar.
- D. Update the pipeline with relevant channel partner information.
- E. Educate Perceptics' channel partners regarding the company's products and processes, and work with them to create an infrastructure for excellent customer service.
- F. Assist the Vice President of Sales with the development and implementation of a sales certification process for Perceptics' channel partners, ensuring they are capable of a high level of technical expertise, product engineering, customer service and follow-through in accordance with company standards.
- G. Work with channel partners to ensure the maintenance of annual certification.
- H. Coach and guide channel partners in successful sales strategies for Perceptics' products.
- I. Collaborate and strategize with Perceptics' channel partners as needed to ensure their success, continually evaluating their strengths and weaknesses in terms of sales, customer service, technology and engineering capabilities.

## **III. Quotes and Product Configurations.**

- A. Maintain a thorough understanding of Perceptics' technology and the way in which its base offerings can be configured and integrated with channel partner's technologies.
- B. Prepare quotes for equipment, securing the necessary approvals and submitting all quotes to Perceptics' sales engineer from review.
- C. Ensure the maintenance of up-to-date pricing from the Vice President of Product Engineering for use in the quote and proposal process.

## **IV. General Duties**

- A. Ensure all necessary legal documentation and confidentiality agreements are in place with Perceptics' channel partners and end customers.
- B. Maintain a thorough understanding of international export regulations (e.g., "do not ship" lists, etc.).
- C. Remain abreast of the competition as well as how to successfully position Perceptics' products and strengths relative to the competition.
- D. Coordinate with Perceptics' Program Managers to ensure equipment is ready to close in the pipeline.

- E. Help define the marketing materials needed for distribution, and provide regular feedback to the Vice President of Sales regarding the effectiveness of company collateral.
- F. Assist with all other tasks and projects as directed by management.

**Qualifications.**

- A. Education. Minimum Bachelor of Science in Business Administration or equal.
- B. Bi-Lingual – Fluent English and Mexican Spanish (writing and speaking)
- C. Experience. Seven years experience business development experience selling to foreign governments and building international distribution channels for homeland security, imaging technology or defense related systems. Successful track record working with US or foreign prime contractors, system integrators and foreign government agencies.
- D. Travel. Three weeks travel per month is expected based on international business development responsibilities. The last week of each month is considered an 'administration week' to complete monthly reports, schedule appointments, account planning or to prepare quotations.