



Position Title: Tier1 Innovation Business Development Manager (BDM)/Director, Commercial Accounts

Reports To: Commercial Line of Business VP

Position Objectives and Overview:

A successful candidate for the Tier1 Business Development Manager/Director position will have a minimum of five years experience as a successful Business Development professional. Ten years experience is preferred with CRM professional services sales a strong plus. The services we sell and deliver are by nature technical due to the issues with software and consulting implementations. The problems we solve are almost always business driven and the opportunities we win are based on strong personal relationships with our clients and Oracle Corporation. A strong BDM candidate will have an excellent understanding of all three: client and partner relationships, business acumen, and software technology for enterprise solutions. The ideal candidate should be a self-starter who has a strong sense of urgency to quickly produce the required numbers at quota.

Business Development Managers and Directors are responsible for achieving quarterly and annual quota assignments, promoting and selling assigned services and/or products, and developing prospects. They are also responsible for participating in weekly sales calls, time reporting, expense reports submission, sales reporting and forecasting via regular (daily) updating of the Siebel Sales System, sales lead generation, win/loss reporting, timely completion of Contract Fact Sheets, and other activities as directed by management. Business Development and Sales Consulting personnel are to represent Tier1 in a competent and professional manner at all times.

The Tier1 BDM will sell to the following roles within our client base and prospective clients: CIO, VP of Sales, VP of Customer Service, and VP of Marketing with normal final approval being required by the client CFO.

A key to success for a Tier1 Business Development Manager is the relationships they have and build with Oracle's CRM sales team that promote the sale of Siebel CRM license software to the commercial market. The Tier1 BDM will work within an assigned geography and

partner with Oracle Application Sales Managers (ASM) to jointly pursue opportunities.

A typical Tier1 sales cycle is 60-90 days but longer cycles may last 6-9 months. Our average new account size is \$350,000 with smaller projects at \$100,000 and larger accounts that range from \$1,000,000 to \$3,000,000.

Additionally, the Tier1 BDM is responsible for promoting the re-sale of Siebel software in the range of \$500K per year.

As a final component of the quota, the Tier1 BDM is responsible for promoting the re-sale of Oracle Fusion Middle software and implementation services which includes SOA projects and Business Intelligence projects.

The Tier1 BDM reports directly to the Tier1 Commercial Line of Business Vice-President. The BDM is also responsible for creating and maintaining client relationships before, during, and after the sale. The BDM will also have a strong relationship with the Client consulting delivery team, especially at the Project Manager level.

Finally, the Tier1 BDM is supported full time by Sales Support/ Practice Development Sr. Managers who act as solution architects, provide demos, and estimate service work. When needed, the Practice Development managers are supported by technical experts for the Tier1 Consulting organization.