



Cambium Networks

**JOB DESCRIPTION – Business Development Representative**

**Location: Midwest states. You can be based in these states with access to a main airport: IA, OH, IN, TN, KY, AR, WV, MI, WI, etc.**

Date: April 21<sup>st</sup>, 2021

<b>Department Description</b>
<p>Cambium Networks is a leading global provider of wireless broadband solutions that connect the unconnected – People, Places and Things. Through its extensive portfolio of reliable, scalable and secure Wi-Fi, fixed wireless broadband point-to-point (PTP) and point-to-multipoint (PMP) platforms; managed by cloud-based software, Cambium Networks makes it possible for service providers, enterprises, governmental and military agencies, oil &amp; gas and utility companies, Internet service providers and public safety networks to build powerful communications networks, reach users from 200 kilometers across mountain tops down to the last meter to their devices and intelligently manage their infrastructure through end-to-end network visibility and actionable analytics.</p> <p>Headquartered in Rolling Meadows, IL, outside Chicago and with R&amp;D centers in the U.S, England and India, Cambium Networks sells through a range of trusted global distributors.</p> <p>The primary purpose of this position is to develop Enterprise growth in sales as an individual contributor by recruiting and developing net new partners and end customers, establishing regular contact with existing non-or low-transacting partners to increase transactions. Also, candidate will be focused on driving customer decision making on training, and investment to Cambium’s Channel program thereby becoming proficient in selling and profiting with Cambium products and solution sets.</p>
<b>Scope of Responsibilities &amp; Position Expectations</b>
<ul style="list-style-type: none"> <li>• Meet and exceed assigned sales targets and quota assignment.</li> <li>• Meet assigned call / contact volume of new and existing partners as prescribed by Sales Leadership.</li> <li>• Convey product knowledge to potential clients, adhering to company messaging and positioning.</li> <li>• Recruit, develop and onboard net new Enterprise focused / MSP Partners and end user customers.</li> <li>• Establish cadence for direct contact and engagement with existing non or low transacting partners.</li> <li>• Establish territory plan for growing new and existing business with in assigned territory.</li> <li>• Develop and maintain sales funnel on new projects and opportunities.</li> <li>• Develop and maintain sales funnel on run rate business with active partners.</li> </ul>



- Coordinate with work partners to establish weekly / monthly training initiatives with partners both new and existing.
- Weekly reporting on activities, sales, and sales funnel growth as required by Director.
- **Travel to be 30-50%** depending on current restrictions and company policy.
- Some level of MS Office proficiency is expected.
- Adhere to company policies and company Core Values.

#### Knowledge/ Skill Requirement

- 1-5 Years of Wi-Fi & Switch Sales Experience.
- 1-5 years of Wi-Fi & Switch Channel Experience.
- Knowledge of Enterprise Distribution Channel.
- Excellent written and interpersonal skills.
- Demonstrative prospecting skills and use of prospecting tools (ie: SalesLoft).
- Ability to report on and track sales metrics.
- Ability to forecast business accurately within reason.
- Proficiency with MS Office applications.
- High energy individual with desire to succeed and advance.
- Problem solving, critical thinking skills.
- Ability to develop, retain, and communicate 1 minute “elevator” pitches.
- Basic technical knowledge of Wi-Fi systems and networks.

#### Additional knowledge/skills

1. **Business and financial acumen:** Candidate must interact with all levels of management within the channel partner. The deeper they understand a balance sheet, a P&L, how a company makes and spends its money, and business and finance, the more you can tailor and understand the challenges and opportunities for the various stakeholders in the partner.
2. **The best BDRs have a deep understanding of the channel:** There are numerous methodologies for the evolution of a channel: the ecosystem of partners, channel strategy, how to engage effectively, build and empower channels, generate leads, funnel, sell, implement and evaluate. The important thing is to adopt one, understand the essence of the elements and determine how to drive the right plans with partners.
3. **Pick an area of expertise and be the best at it:** Leverage this as a differentiator—is it verticals? Is it the cloud? Is it how they will enable partners to develop managed services? It likely depends on your background and your employer. The key is to identify your expertise and continuously cultivate that skill.



Wireless That Just Works



Cambium Networks

4. **Be a sales athlete and a customer guru:** At the end of the day, partners and vendors exist because of customers. Relentless focus on partner development, easing the way they do business with Cambium and their own customers is critical to our success.
5. **Be emotionally intelligent:** Self-awareness, social awareness, self-management and enabling group success through collaboration and successful execution are keys to emotional intelligence. It is what enables trust and integrity. This element is also about being a change agent—lead the change we want and need for success. TEAMWORK.