## Sr. Business Technology Consultant

The Sr. Business Technology Consultant role is a combination of managing existing Mytech accounts, and new client acquisition. As a senior role, they have the ability to manage and acquire accounts that have their own internal IT staff. Additionally, this role MAY be a team lead, but that has to be earned as a separate designation based on attitude, personal accountability, and performance.

**Key Roles & Accountabilities**

|  |  |  |  |
| --- | --- | --- | --- |
| **EXPECTATIONS**  **(Core Competencies)** | **BEHAVIORS** | **RESULTS** | **WIFM** |
| An A player generates their own leads | Community & Networking Events (1/week)   * Organized events * One on One meetings * Vendor partner meetings   Association Engagement (Minimum 1 Association)   * Minimum involvement in 1 association, 2 is ideal * Participate in Trade Shows * Seek out Speaking Opportunities * Co-Marketing Events   Give a referral (2x/month)   * Find an opportunity to help a client/prospect by introducing a networking partner.   Ask for referral (2x/month)   * Utilize client wins as an opportunity to follow up and ask for referral. | First meetings (qualified business appointments). Marketing fed leads will contribute to meeting these goals. Mytech will support the BTC efforts but will never take responsibility for it.   * For tenured reps – minimum of 1 and no more than 2/week * For new reps – targeting 3+/week | A continuous flow of qualified business leads.  Negates reliance on outside lead sources and provides ownership to the BTC.  Leads generated through referral network start with higher credibility, higher probability of closing, and often close faster. |
| Pipeline Accuracy | Real time updating of pipeline including budgeting, sales stage, expected close date, etc. result in the following:  No opportunities without any next action, past due activities, or without budget assigned.  Sales stage assigned is appropriate for target completion date.  Sales board tickets metrics (ticket count and ticket age).  Client business justification for close date / number of moved close dates.  Accurate core use of CRM tool with regards to opportunities, activities and tickets. | Trusted visibility of pipeline for net new MRR and projects. | Will help to identify skill gaps and coaching needs specific to sales rep.  Better pipeline management will drive more results = more $  Accurate pipeline and project forecasting helps internal team to plan project capacity; allows sales person to set proper client expectations. (Increased credibility)  Provides the ability to reverse engineer the sales process to know how much you need at the top of the funnel to produce your target.  Rep will spend less time doing data entry during the sales process.  Improved overall time management and fewer client contacts and timelines missed. |
| QBR Execution | QBR executed by every client every quarter.  Strategic Business IT Plan completed and reviewed annually for each client, with Annual Plan for every client and associated opportunities/activities.  QBR ticket completion – A recurring QBR ticket will be used for each client and will contain critical client documents – Business Goal & Overview Profile, QBR Follow-up Email, Documentation of QBR action items, Copy of QBR and .pdf of all shared documents.  QBR CSAT Results (A CSAT-type survey will be send from the QBR ticket upon completion.) | Consistent level of project services sold as a result of the QBR discipline. (Minimum of 20% project pull-through from MRR.)  Tracking of CSAT/NetPromoter results from QBR survey.  Project pipeline populated for 12-18 months. | Valuable personal feedback from QBR CSAT/NetPromoter survey.  Reminders sent for scheduling QBR’s.  Excellent visibility to past QBR meetings. Reference actions and historical information in ticket notes and documents.  Allows continuity in the event of a change in rep.  The ticket may be a token for the team for handoff to service, etc. for action items. |
| Continued Learning | Demonstrated basic understanding of network and systems. (Mytech Training completion.)  Demonstrated knowledge of vertical-specific regulatory requirements. (HIPAA, Security, SOC, FINRA, etc.) | 1 vendor cert test per quarter (SonicWALL, Dell, APC, VMWare, Microsoft, APC, Meraki, etc.)  Completion of annual Mytech training. | Allows the BTC to continue to master Mytech tools and processes to improve their ability to be a Business Consultant. (X-Factor) |

|  |  |  |  |
| --- | --- | --- | --- |
| **Compensation Structure** | **Key Variables** | **Revenue Metrics** | **WIFM** |
| Sr Business Technology Consultant | Base Salary  Commission on the following:   * % of Annuity on MRR * % of Project Revenue * % of Product Gross Margin * % of Hosted Services Gross Margin   Bonus:   * % for Annual Goal Attainment * % for Team Goal Attainment * $ for New Agreements | 20% of Project Pull Through of MRR  Annualized Growth of MRR revenue   * Targeting average of 5k/quarter increase (in 2019 only Q3 & Q4)   Gross Margin on Product 20%+ | Leading a team provides responsibility of total revenue supported  Mentorship and growth of team competency enables career growth and overall larger revenue base to contribute to total income  Goals of role & team are 100% aligned to goals of Mytech – annualized, incremental revenue growth |