

# IBM Cognos Sales Executive - Chicago and Atlanta

## Position summary:

The Cognos Salesperson is responsible for growing the Midwest and Southeast client base for both Business Intelligence and Financial Performance Management Solutions. In concert with the Marketing staff, the Cognos Salesperson will be solely responsible for the entire sales cycle from lead generation through contract signing.

## Position Tasks:

- \* Assume full responsibility for entire sales process.
- \* Overcome competition and work within a segment and across an organization to close new business.
- \* Establish new leads via individually initiated phone, email and in-person campaigns and follow-up on leads generated from Marketing staff efforts, website, social media, and software partnerships; working them to successful close.
- \* Develop and enhance relationships with IBM, sales channel contacts, and other Lodestar partners.
- \* Generate leads through network of IBM, sales channel contacts, and other Lodestar industry partners.
- \* Develop and conduct high-level in-person and web-based demonstrations and webinars of the target solutions.
- \* In tandem with the Marketing staff, grow presence within designated target market.
- \* Working in tandem with Marketing staff, assist in the development, coordination, facilitation and conduct of off-site sales and marketing presentations at conferences and trade shows.
- \* Assist in the development of sales proposals, business case presentations, and responses to requests for proposals.
- \* Qualify prospects and leads as to the fit for Lodestar services as well as the scope, timing, and likelihood of closing the opportunity.
- \* Close opportunities in conjunction with members of Lodestar's consulting, and marketing teams and IBM sales team members.
- \* In tandem with the Marketing staff, ensure client is fully prepared for hand-over to Program staff post-sign.
- \* Service the needs of prospects.
- \* Create accurate sales plans and forecasts.
- \* Enter all sales opportunities in appropriate systems including Salesforce and IBM system
- \* Deliver against personal targets.
- \* Document sales progression, pipeline, and forecast.
- \* Relay prospect feedback to Marketing and Executive staff as appropriate.
- \* Extensive regional travel maybe required.

## Required Skill Sets:

- \* A minimum of 5 years of previous consulting and/or direct sales experience with BI or analytical products such as Cognos BI, TM1, SAP BPC, SAP BI, SRC, Cartesis, Outlooksoft, Cognos Planning, Hyperion, Microstrategy, or, alternatively, Big Four consulting experience
- \* Previous documented experience generating \$1 Million in annual service sales revenue

- \* Consistent record of meeting and exceeding sales quotas
- \* Established General Business and Mid-Market contacts
- \* Contacts within IBM Cognos, a plus
- \* Strong communication and presentation skills
- \* Experience dealing with Offices of the CFO and CIO highly desirable
- \* Ability and desire to continuously learn
- \* Highly analytical
- \* Must be able to work in a virtual environment

**Experience and Education:**

A Bachelor's Degree in Business Administration, Economics, Finance or a related business field, or 5 years of equivalent/related work experience is required.

IT background a plus

**Additional Attributes:**

- \* Has a deep understanding of Software and Business Process versus working for a product company.
- \* Has an understanding of Fortune 1000 companies and the needs they have.
- \* Has a client base to tap into and can generate additional service revenues based on their client base.
- \* Has the demonstrated ability to research and develop partnerships with the appropriate companies to win bids where we may be a part of a bigger solution.
- \* The personality to be able to put solutions together creatively and assertively.
- \* Self starter.

**Lodestar offers excellent benefits which include:**

- \* Competitive Salary
- \* Medical, dental, and vision insurance
- \* 401K with company matching contribution
- \* Employer paid Long Term Disability Insurance
- \* Employer paid Group Life Insurance
- \* Training
- \* Flexible Spending Account
- \* Vacation, Sick, and Personal Days