

# Belgium Jobs Expertini®

## Regional Broadband Sales Director

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Company: Harmonic

Location: Belgium

Category: other-general

### Description

Harmonic is the industry leading solution for the transformation for video, broadband and media companies, with smarter, faster, and simpler video streaming and broadband services. We are at the forefront of industry innovations, with simplified streaming using the cloud or software as a service, or next-generation gigabit services for the broadband learn more, go to "".

### Role Description:

The Regional Broadband Sales Director is responsible for the business development and growth of Harmonic's Fiber/PON and Broadband Solutions including building the regional and local GTM strategies as well as selling through new business acquisition and/or growing existing accounts in Southern and parts of Western Europe. This involves developing and maintaining relationships with senior level business and technical executives and showing them the benefits of deploying multi-gigabit services with the Broadband solution with confidence and demonstrable technical, commercial and strategic required, the Harmonic executive leadership and sponsors would be involved in the negotiations and the incumbent must demonstrate their ability to work internally and externally with the most senior levels of business.

### Location:

You can be based in Southern or Western Europe, preferably in UK, France, Belgium.

### What you will be doing:

This is a complex solution sale and relationship management position that requires

understanding customer's business and technology environment. Responsibilities include:

- Develop a direct relationship with existing and new key accounts . Identify, qualify and close new business with existing strategic key accounts in the given territory
- Manage and develop the direct or indirect sales strategy for the identified solutions, aligned to the Harmonic Go-To-Market model and strategy
- Establish and/or develop a strong relationship with either existing or new Harmonic Resellers to cooperate on identified business opportunities
- Develop and implement account and opportunity plans in support of company goals and quota objectives
- Establish a strong relationship with strategic and technology partners to cooperate on business opportunities and jointly offer a comprehensive ecosystem.

Primary Point of Contact responsible for overall customer relationship; own the on-going commercial relationship between Harmonic and identified customer.

- Align and prioritize efforts based on company's target initiatives to maximize revenue and customer satisfaction for target account(s)
- Report key information in a timely manner and bring visibility to the Company with accurate forecasting
- Define and promote the business models that will best fit the customer expectations
- Define and implement an aggressive customer acquisition strategy including a clear plan to take out customers from the competition
- Promote internally and externally knowledge base of Harmonic's Fiber / PON products, solutions, and services to appropriately support the assigned market sector(s)
- Understand, articulate and document the business and technical needs of the assigned major account(s)

Effectively and appropriately engage sales resources – solutions, product management, program management, partners, executive team and legal – and coordinate internal and external participation in tactical and strategies initiatives

Respond to RFI/RFPs, creating proposals, developing ROI and TCO analysis

Achieve & exceed the agreed sales and profit targets for the Harmonic's business within the defined customer and/or territory.

Maintain up to date knowledge of industry news and trends, products, services, and

competitors

Represent Harmonic and promote positive image and brand during relevant industry events

**What you will need to succeed:**

Demonstrable experience in a regional sales management and/or business development role acquired in the Fiber/PON and Broadband market sectors and named accounts targeted

Understanding of and ability to succinctly articulate the current strategic needs of Harmonic's customers in the nominated accounts

Significant market contacts, technical knowledge and experience selling Broadband access (Fiber/PON and DOCSIS) solutions with target account(s) including but not limited to VOO, Altice and Iliad

Proven background in developing relationships with key decision makers and influencers

Experience in closing large technology deals

Knowledge of strategic value proposition required to offer solutions and support geared toward substantive customer satisfaction levels.

Business Acumen & Business Analytics: Pipeline/forecast management and ability to articulate business case

Broadband Access and Fiber/PON knowledge and proven sales experience

Consultative Sales: Must exhibit ability to effectively comprehend, analyze, and resolve sales situations within the construct of the typical and newly developed strategic accounts

Creativity: Develop creative tactical sales positioning and solution selling methods to suit demanding sales situations

Influence and Negotiation

Demonstrate effective communication and interpersonal skills

Language: Proficiency in English is a must and French is a plus

## Travel

You are required to travel 50% of your time or more to meet the needs of the business.

## Diversity, Equality, and & Inclusion at Harmonic Inc:

At Harmonic we achieve excellence through creativity and innovation. We build our relationships on the fundamentals of integrity and respect. We strive to deliver the highest quality in every aspect of our business. We achieve this because we value, respect and embrace diversity. We are committed to create and sustain a diverse work environment that will actively contribute to greater creativity and innovative outcomes for our business partners, employees and shareholders.

**#Remote**

**#LI\_AW**

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