

# Mexico Jobs Expertini®

## Commercial Representative ELL

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Company: Pearson

Location: Mexico City

Category: computer-and-mathematical

### \*About Pearson \*

At Pearson, we're committed to a world that's always learning and to our talented team who makes it all possible. We are bold thinkers and standout innovators who motivate each other to explore new frontiers in an environment that supports and inspires us to always be better. With a rich heritage that combines 150 years of experience in publishing with the latest learning technology and digital services, we help people learn whatever, wherever and however they choose.

### About English Language Learning

In the English Language Learning business unit, we aspire to become the world's leading destination to learn and improve English language skills. Our main focus is on committed learners from around the world, who are motivated by outcomes because they want to reach their full potential through learning English.

### High Level Responsibilities

**Partner Relationship Management:** Build and maintain strong relationships with channel partners, including distributors, resellers, agents, and VARs (Value-Added Resellers). This involves regular communication, providing support, addressing concerns, and fostering a collaborative partnership.

**Channel Development:** Identify and recruit new channel partners to expand market reach and distribution channels. Evaluate potential partners based on their capabilities, market coverage, and alignment with the company's strategic objectives.

**Training and Enablement:** Provide training, resources, and support to channel partners to ensure they have the knowledge, skills, and tools to effectively sell and promote the company's products or services. This may involve product training, sales training, and technical support.

**Sales Support:** Assist channel partners in developing sales strategies, creating marketing campaigns, and generating leads to drive sales growth. Provide guidance on pricing, promotions, and incentives to maximize sales opportunities.

**Performance Monitoring:** Monitor and analyze the performance of channel partners against agreed-upon metrics and targets. Identify areas for improvement, address performance issues, and recognize top-performing partners.

**Channel Strategy Development:** Collaborate with internal stakeholders, such as sales, marketing, and product teams, to develop and implement channel strategies aligned with overall business objectives. This may involve defining channel segmentation, Go-to-Market (GTM) strategies, and channel incentives.

**Contract Negotiation:** Negotiate and manage contracts, agreements, and terms of engagement with channel partners. Ensure that contractual obligations are met, and both parties adhere to agreed-upon terms and conditions.

**Market Analysis:** Conduct market research and analysis to identify trends, opportunities, and competitive threats within the channel landscape. Provide insights and recommendations to inform channel strategy and decision-making.

**Channel Conflict Resolution:** Address and resolve conflicts or disputes that may arise between channel partners or between the company and its channel partners. Facilitate communication and collaboration to ensure a positive and productive relationship.

**Customer Satisfaction:** Monitor and ensure high levels of customer satisfaction within the channel partner network. Address customer inquiries, concerns, and complaints promptly and effectively to maintain customer loyalty and retention.

### **Minimum Qualifications**

**Education:** A bachelor's degree or equivalent in business, marketing, or a related field.

**Sales Experience:** Previous experience in sales roles is essential, preferably with a focus on channel management, partner sales, or indirect sales channels. Candidates should demonstrate a proven track record of success in achieving sales targets, managing relationships, and driving revenue growth.

**Channel Management Experience:** Experience in channel management, partner development, or distribution management is highly desirable. Candidates should have a deep understanding of indirect sales channels, including distributors, resellers, agents, and VARs (Value-Added Resellers).

**Industry Knowledge:** A strong understanding of the industry in which the company operates is important. Candidates should have knowledge of market trends, competitor landscape, customer needs, and distribution channels within the industry.

**Strategic Thinking:** The ability to think strategically and develop channel strategies aligned with overall business objectives is essential. Candidates should be able to identify market opportunities, define channel segmentation, and develop plans to maximize channel performance.

If English is not the primary language a B2 level (Global Scale of English) at minimum is needed and will favorably affect relationship building and collaborative capability as this role is part of a Global Sales Organization.

### **Skills/ Competencies**

**Relationship Building Skills:** Strong interpersonal and relationship-building skills are critical for success in channel management roles. Candidates should be able to build and maintain strong relationships with channel partners, communicate effectively, and collaborate with internal and external stakeholders.

**Negotiation Skills:** Excellent negotiation skills are necessary for negotiating contracts, agreements, and terms with channel partners. Candidates should be able to negotiate pricing, terms, and incentives to maximize sales opportunities and drive channel growth.

**Communication Skills:** Effective communication skills, both verbal and written, are important for conveying information, providing training and support to channel partners, and representing the company in external interactions.

**Analytical Skills:** The ability to analyze data, metrics, and performance indicators is essential for monitoring channel performance, identifying trends, and making data-driven decisions to optimize channel strategies.

**Teamwork and Collaboration:** Candidates should be able to work collaboratively with cross-functional teams, including sales, marketing, product management, and finance, to align channel strategies with overall business objectives and drive mutual success.

**Problem-Solving Ability:** Strong problem-solving skills are necessary for identifying challenges, addressing issues, and finding creative solutions to overcome obstacles in channel management.

**Results-Orientation:** A results-oriented mindset with a focus on achieving sales targets, driving revenue growth, and delivering measurable outcomes is critical for success in channel management roles.

### **What to expect from Pearson**

Did you know Pearson is one of the 10 most innovative education companies of 2022?

At Pearson, we add life to a lifetime of learning so everyone can realize the life they imagine. We do this by creating vibrant and enriching learning experiences designed for real-life impact. We are on a journey to be 100 percent digital to meet the changing needs of the global population by developing a new strategy with ambitious targets. To deliver on our strategic vision, we have five business divisions that are the foundation for the long-term growth of the company: Assessment & Qualifications, Virtual Learning, English Language Learning, Workforce Skills and Higher Education. Alongside these, we have our corporate divisions: Digital & Technology, Finance, Global Corporate Marketing & Communications, Human Resources, Legal, Strategy and Direct to Consumer. Learn more at

We value the power of an inclusive culture and also a strong sense of belonging. We promote a culture where differences are embraced, opportunities are accessible, consideration and respect are the norm and all individuals are supported in reaching their full potential. Through our talent, we believe that diversity, equity and inclusion make us a more innovative and vibrant place to work. People are at the center, and we are committed to building a workplace where talent can learn, grow and thrive.

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