



Role Description

Technical Sales Specialist

Coffee + Dunn is about achieving marketing success through digital marketing transformation. Our passion is to improve the quality and effectiveness of marketing, applying leading technologies to increase speed or scale, realigning processes and people to create competitive agility, and applying thoughtful strategies to measure performance.

Our unique PLAN-BUILD-RUN approach bridges the critical gap between agencies (creative focus) and traditional consultancies (technology or management consulting focus) by connecting customers to marketing capabilities, blending contemporary marketing insight and proven management thinking. Our solutions are thoughtful and practical, initiating positive results immediately.

Our team members are a fusion of marketing practitioners, former-agency, process consultants and marketing technologists with an unwavering commitment to client success and value. We seek team members who are flexible, hardworking, and naturally curious.

About this Position

The Technical Sales Specialist is an accomplished pre-sales leader skilled at communicating and demonstrating the value of the Dynamics platform with focus on Marketing, Sales, Service and Customer Insights. In this role you will be the technical solution lead within the sales organization working with medium to enterprise-size organizations to learn about their business challenges and desired outcomes to then propose technology application solutions and services to achieve their goals. You will be accountable to leading and collaborating with members of the sales team to craft and deliver the Coffee + Dunn solution vision that will drive value for our customers.

Principal Duties and Responsibilities

- Assist in the development of the solution strategy that will support the customer's digital transformation.
- Lead solution presentations, demonstrations, workshops, proof of concepts to prove to our customers the capabilities of Microsoft's solutions and Coffee + Dunn services, and how we can empower them to achieve their business outcomes. Exemplify presentation excellence for both virtual and onsite deliveries.
- Win the partner of choice decision to consult, implement and augment client resources with Dynamics 365 Marketing (and related) opportunities. Accomplish by helping to tailor our message to different companies, use case scenarios, verticals and stakeholders, bringing ideas, challenging our customers, and engaging with them to highlight our differentiation.
- Orchestrate and lead the solution team which includes internal teams and our partners to build and showcase a differentiated solution and services offering that focuses on business value.
- Continually learn and maintain your technical, sales, professional skills and competitive readiness. Remain current on the latest technology and trends for your area of expertise.
- Actively participate in Coffee + Dunn team activities; share best practices, support peers and leverage the efforts of others to broaden your impact and empower others.
- Lead and/or coordinate applicable cloud security, privacy, and compliance discussions that address our customers' compliance and regulatory needs and assistance in our technical RFPs.

Critical Competencies/Minimum Requirements

Requirements (Bachelor's Degree or equivalent work experience required): 5+ years of experience:

- Successfully working with customers in pre-sales or consulting engagements related to marketing automation/analytics tools such as Dynamics 365 Marketing, ClickDimensions, Marketo, Salesforce Marketing Cloud and/or Hubspot, similar business applications or Microsoft Dynamics products.
- Selling software-as-a-service cloud-based business applications and/or services to enterprise customers.



- Driving and leading a solution and services strategy, as part of the overall opportunity lifecycle, that enables customers to successfully achieve business outcomes.
- Validated experience in a consultative selling approach, including bringing innovative ideas to customer problems and being customer focused.
- Able to challenge the customers' status quo by leveraging Microsoft's broad portfolio of solutions and relating back to customer value.
- Orchestrator and active participant of the team tasked with crafting the solution that may align not only to Dynamics 365 Marketing but also to other Microsoft and 3rd party solutions and services.
- Proven success at demonstrating the value of the proposed solution and/or services and how it differentiates from the competition.
- Active contributor of feedback and best practices across various teams; peer community, customer success, sales and marketing.

Deep understanding of:

- Business solutions and services, specifically Marketing related applications, and how these solutions help our customers achieve their desired business outcomes.
- Customer facing business processes in one or more industries such as Professional Services, Financial Services, Manufacturing, Health Care & Life Sciences, Not-for-profit and Education, and Food, Beverage & Hospitality.
- Business value selling methodologies and practices that successfully convey the value and outcomes the proposed solution and services will deliver.
- How to uncover customer's stated and unstated needs and how technology can be leveraged to solve business problems.
- The relevant security, regulatory and compliance needs of global customers in cloud or hybrid scenarios.

Preferred skills:

- Customer-centric mindset with demonstrated passion for delivering customer value.
- Experienced problem solver and able to thrive in a fast-paced environment.
- Ability to skillfully communicate, demonstrate and prove the value of Dynamics 365 Marketing and related solutions and services.
- Master discoverer who is able to learn the most important customer challenges and needs; and also uncover those problems that are unspoken, and ultimately establish a proposed solution that will enable them to achieve their goals.
- Proven collaborator especially capable of influencing internal teams such as sales, marketing and external teams, our customers and partners.
- Excellent presentation and communications skills across various customer stakeholders; experienced storyteller.
- Adept at challenging perspectives and differentiating from the competition by reframing value and exemplifying customer passion.
- Embracing of a growth mindset, insatiably curious, always learning and welcoming of challenges for the opportunity to grow.

Location & Travel

- Flexible subject to reasonable travel expectations (commuting distance to International Airport)
- Virtual – work from home
- 10-25% travel expected

Other

- The Technical Sales Specialist reports to Business Development Director
- The Technical Sales Specialist is a full-time exempt role with respect to FLSA