



## **JOB DESCRIPTION**

This document outlines how we expect you to make an impact. Every InSource Solution's team member has an impact on our success.

**Job Title:** Solutions Offering Manager

**Area of Concentration:** Workforce Optimization and Connected Worker

**Reports to:** Director of Smart Manufacturing and Innovation

## **WHO ARE WE?**

InSource Solutions helps manufacturers produce goods faster, more efficiently and with greater quality. We do this by leveraging software and hardware combined with change-management in the form engineering, process design and optimization. In other words, solve problems.

We specialize in Digital Transformation and Process Change (Lean, TQM, Six Sigma, MES, etc) – each can be quite successful when evaluated on their own merits. However, the real value, the lasting value, is determined by how well the people (the workforce) adopt the solution.

## **WHAT ARE WE LOOKING FOR?**

A Subject Matter Expert (SME) who understands how people, materials, equipment, and the flow of information work together. Our SMEs understand our portfolio of hardware and software offerings and more importantly, how we combine these into solutions for our clients.

## **WHAT WILL YOU BE DOING?**

You'll play a key role in our sales process as you assist our sales teams in positioning InSource's portfolio with clients. You are the expert. You are responsible for showing clients how InSource's solutions drive outcomes but also deliver long-term value.

## **HOW WILL YOU DO THIS?**

1. Be our single point of contact – internally and externally.
  - a. Continuous learning. As our SME, you will research and learn about our vendors' products and services, as well as our clients' and prospects' applications by identifying verticals that match our solutions.
  - b. Research and remain current on competition.
  - c. Serve as internal and external evangelist for your offering, which may include public speaking, presentations and/or promotions.
2. Help us communicate our offerings.



- a. Work with your technical pre-sales counterparts to create, amend, or suggest sales enablement materials, personas, and market.
  - b. Work with marketing to develop/coordinate campaign content, webinars, blogs and other media or promotional materials.
  - c. Connect with clients and prospects by helping our sales teams crisply position our offerings and provide insights around value and outcomes. In other words, show clients and prospects how we help them...as the expert.
3. Help us meet our plan.
- a. Track and report KPIs (sales funnel, forecast, actual sales) with sales counterparts.
  - b. Collaborate with sales to understand market and client reaction, adjust strategies, content, marketing, and sales plans if we are not on track.
  - c. What have we learned? Where can we make changes?
  - d. Support huddle process and key sales opportunities. Attend sales calls, discoveries, negotiations, proposal presentations and other value-add engagements as needed. Write or assist in writing solution proposals.
  - e. Understand licensing models and make BOM recommendations.
  - f. Work with our Client Success and Solutions Group to scope and design new offerings where applicable.
4. Act as a leader within the company and with clients or prospects. Observe the high quality of InSource ethical standards in presentations, proposals, and overall representation of the company, including professional image and appearance.

#### **WHAT YOU'LL NEED TO BRING TO THE TABLE**

1. A degree in Engineering, IT, Business or Marketing – or amazing equivalent work experience (even better, both).
2. 5 or more years' experience in product marketing, engineering, solutions deployment, sales or other client-facing role in business-to-business, preferably in manufacturing. This means you know how to meet commitments and present to leaders.
3. At least 2-years in a field-facing role and/or a marketing or sales enablement role.
4. Strong written, conversational and presentation skills. Seems silly to even have to mention this in a client-facing role, but it's really important, no – REALLY important!
5. It would be great if you have a strong knowledge of J5, Poka or AVEVA Teamwork, MES, Paper to Glass solutions, Lean/Six Sigma and the concept of Gemba Walks (we know, sounds like something from Star Wars, and just as powerful as the Force).
6. The right soft skills (kind of like "the right stuff"):
  - a. Ability to influence others
  - b. Ability to analyze client situations and apply InSource solutions to close a sale
  - c. Team player - collaborate and motivate sales teammates and leaders
  - d. Organization and attention to detail – for our internal teams and clients



- e. Energetic yet articulate – must be compelling and professional in person, phone, and video to varied audiences including C-Suite, IT, Engineering and other technical or operational teams
- f. Personal motivation – we are here to help, but you are the SME so you must be able to work with little supervision, especially remotely

#### **WORKING CONDITIONS**

Normally you'll be working in a home or traditional office environment. You will occasionally visit client manufacturing sites that may require standing, walking, climbing stairs, light lifting or extended periods of sitting. There may be elevated noise levels.

Some travel is required (up to 10% spikes, but averages less), including overnight stays.