



JOB DESCRIPTION

Job Title: Solutions Offering Manager: Workforce Optimization/Connected Worker
Reports to: Director of Smart Manufacturing and Innovation

Summary job description

Subject Matter Expert on our Workforce Optimization portfolio offerings. Responsible for researching and producing sales enablement materials, suggested solution personas, and offering positioning in the market. Must be able to modify or amend InSource and vendor offering/offering materials to better meet client needs in those areas based upon client feedback. Enable sales team to be proficient in identifying and assessing opportunities with clients and prospects

Play a key role in assisting sales with opportunities in your assigned offering. Responsible for positioning of offering with clients, and providing insights regarding value, how solution will drive desired outcome, etc. Support sales by providing solution expertise in front of the client.

Responsible for monitoring sales in offering vs budget. Collaborate with sales to understand market and client reaction, then adjusting strategies, content, marketing and/or execution plans if sales are not progressing as planned.

Workforce Optimization: Projects that focus on Digital Transformation and Process Change (Lean, TQM, 6Sigma) can be quite successful when evaluated on their own merits. The real value, the lasting value, is achieved by how well the workforce adopts the project deliverables. Our Workforce Optimization offering leverages some specific software products along with effective change management consulting to help our clients digitally transform and achieve sustained organizational success.

Essential job functions

1. Internal and External Single Point of Contact.
 - Develop and maintain deep expertise in assigned solution offering. Understand the offering, the issues it addresses and the business value it delivers.
 - Research and remain current on competition in assigned solutions.
 - Single point of contact for information flow between vendors and InSource with a focus on highlighting the material of high value to ISS and addressing any issues which arise.
 - Act as the point of reference for solution-related inquiries.
2. Understand what our technologies will do, and with technical pre-sales counterpart, who knows how our technology works, position technologies and services to clients as solutions that deliver outcomes. Work closely with technical presales resource to help build demos, prepare demos, or review technical requirements.



3. Develop value-based sales enablement materials which crisply define business impact and outcomes. Work with Marketing to develop/coordinate campaign content, webinars, blogs, and other marketing media and/or promotions.
4. Empower the sales teams with both the necessary expertise and product messaging to enable them to identify opportunities and personas for your designated products. Assist sales in determining verticals conducive to solutions.
5. Serve as internal and external evangelist for your offering, which may include public speaking, presentations and/or promotions.
6. 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.
7. Understand licensing models and make BOM recommendations.
8. Responsible for strategies, materials and content for prospecting, pursuit, proposal, scope, and discovery content. Likely partner in pursuits (after opportunity is identified) through closure, collaborating with sales.
9. Work with Client Success and Solutions Group to scope, design new specific offerings where applicable.
10. Track and report successes based on KPIs (sales funnel, forecast, actual sales)
11. Observe the high quality of InSource ethical standards in presentations, proposals, and overall representation of the company, including professional image and appearance.
12. Act as a leader within the company.

Minimum job requirements

- **Education:**
 - Degree in Engineering, IT, Business, Marketing, or equivalent work experience
- **Experience:**
 - 5 or more years' experience in product marketing, engineering, solutions deployment, sales, or other client facing role in business-to-business, preferably in manufacturing, with least 2 years' experience in a field facing role
 - Strong written communications skills; strong conversational and presentation skills.
 - Experience in solution marketing/ sales enablement.
 - Experience presenting to and achieving sales commitments from senior leaders
 - Experience in or strong knowledge of assigned solutions a plus.
- **Specific Skills:**
 - Ability to influence others across the organization
 - Ability to analyze client situation, contribute to individual account strategies and provide expertise to close sales
 - Proven ability to collaborate with and motivate sales executives.



- Excellent organizational skills
- Attention to detail
- Energetic, compelling, and professional presence in person and via the telephone
- Articulate and compelling presentation skills to varied audiences, including C-suite level, IT, engineering, and technical audiences
- Superior interpersonal skills, especially teamwork ability
- Team selling and collaboration skills
- High level of personal motivation; ability to work with little supervision

Supervisory Responsibility: none

Work Conditions: General office and home office environment. Client manufacturing site visits. May require standing, walking, climbing stairs, light lifting, sitting, etc. Some elevated noise levels exposure. Travel (~10% spikes but averages less) including overnight travel is required.

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EEO/AA – M/F/D/V