



Outbound Excellence



Job Description - Channel Account Manager

Objective of Position

- 1. Centralize & Manage Outbound Excellence's Reseller Market To:**
 - a. Maximize Profit
 - b. Minimize Product Write-Downs (Financial).
- 2. Eliminate The Selling Of Strategic Goods To Non-Target Resellers**
- 3. Build & Market To A Portfolio Of Target Reseller Accounts**

Results to be Achieved

- 1. Market 'Hot Sheet' Products To Reduce At Risk Inventory.**
- 2. Sell At Margins That Are Above Liquidation Rates.**
- 3. Eliminate The Sale Of Vendor-Restricted Products To Resellers.**
- 4. Eliminate The Sale Of Goods To Direct Competitors.**
- 5. Source Products For Resale On Clearance And Or Auction Section Of Web.**

Specific Duties & Responsibilities

- 1. Market 'Hot Sheet' Products To Reduce At Risk Inventory.**
 - a. Communicate "Hot Sheet" Deals To Target Resellers Daily
 - b. Monitor Inventory Report Daily For Qualified Returns To Sell.
 - c. Build A Database Of Target Resellers To Market "At Risk Goods"
 - d. Research Appropriate Reseller 'Hot Spots' On Web For Marketing Treatment.
 - e. E-Mail Reseller Database List With All Appropriate Offers.
- 2. Sell At Margins That Are Above Liquidation Rates.**
 - a. Verify All Sales Below Standard With Buyers And Director Of Online Sales Before Proceeding.
 - b. Sell Only At Above 6% Without Authorization.
 - c. Research Our Competitors To Know Sellable Price Points Before Marketing 'Hot Sheet' Items.
- 3. Eliminate The Sale Of Vendor-Restricted Products To Resellers.**
 - a. Keep An Updated List Of Vendor-Restricted Goods
 - b. Never Sell Off "Vendor Restricted Goods" List.
 - c. Distribute Reseller Policy To All New Sales Reps.
 - d. Periodically Send Out A Reseller Policy As A Reminder To The Sales Floors.
- 4. Eliminate The Sale Of Goods To Direct Competitors**
 - a. Research All Proposed Resellers Before Approving A Sale
 - b. Keep A List Of Direct Competitors To Eliminate Sales To Them
 - c. Confirm With Merchandising
- 5. Source Products For Resale On Clearance And Or Auction Section Of Web.**
 - a. Build A Reverse-Reseller And Manufacturer List Of Product Sources.
 - b. Develop An Internal Network With Merchandising To Source Product.