ca technologies

25/11/2016 Prague (Czech Republic)

Job Position as Associate Consultant, Presales

Job Overview

This position is responsible to learn to position and prove CA's products and solutions address clients' and partner's business and IT needs. This will be accomplished by gaining an understanding of CA's solutions within the assigned product group and a gaining a working knowledge of CA's technology strategies in order to articulate their application to customers' and partner's IT practices.

Key Responsibilities

This position must learn to be seen by the customer as bringing tangible value in terms of experience, knowledge and expertise. This is achieved through gaining a combination of broad real-world experience and IT industry-specific certifications. Overall, this position is responsible for delivering positive, quantifiable results for CA measured across five primary areas:

- **Customer Focus:** Learn to effectively and compelling communicate CA's key capabilities to address customer and partner needs
- **Financial Targets:** Meet or exceed CA's stated financial quotas and targets
- **Internal Business Processes:** Become proficient with CA's internal processes, systems and support structure
- **Professional Development:** Demonstrate increasing proficiency and skill
- **Leadership, Teamwork and Planning:** Learn to collaborate with virtual team(s)

Customer Focus

- Develop a working relationship with account teams to accurately understand customer's and partner's issues that are the impetus for them to consider CA's solutions.
- Learn to collaborate with account team to map CA technology to the customer's business drivers and partner offerings utilizing the CA sales process.
- Develop an understanding and learn to articulate CA's technology vision and strategy and communicate its business value and impact.
- Learn CA products in order to effectively communicate CA's capabilities and vision for products and solutions by preparing and conducting demonstrations, whiteboard discussions and presentations according to CA best practices.

- Learn to set and manage appropriate customer expectations throughout the opportunity lifecycle.
- Develop sustainable relationships with internal / external partners and clients.
- Develop a working knowledge and ability to present product functionality and benefits within identified solution sets that support client's technical and functional requirements and offerings as well as partner offerings.
- Learn of and begin to communicate CA's key competitive differentiators, by solution, as defined by CA product groups.

Financial Targets

- Assist account teams in achieving financial targets via the opportunity planning process.
- Assist sales in accurately assessing and forecasting opportunities.
- Learn to evaluate alternative options to execute opportunities by the most cost effective means without negatively impacting deliverable quality or customer's perceptions.
- Assist account teams to ensure long-term stability and sustainability of book-of-business.

CA's Internal Business Processes

- Learn internal/external resources to effectively pursue opportunities.
- Listen to feedback to business units gained from client experiences and issues to facilitate product improvements or enhancements.
- Learn the processes and tools for:
  - Proposal Development
  - Solution Architecture Overview
  - Statement of Work (SOW) Development
  - Need-based Sales Methodology
  - Enterprise Management tools and accelerators (Profile, Maturity Models, and Blueprints)
- Contribute constructive feedback for improvement and enhancement of above processes.
- Assist in the Partner Enablement process (partner selection, sales methodology best practices and opportunity engagement).
- Learn to provide product/technical responses in support of RFXs and other tenders.
- Complete all administrative tasks (i.e.: time entry and close out) in a timely manner.
- Understand and adhere to compliance requirements and Code of Ethics.

Typical Role Definition

Works under general supervision. Has learned the fundamental concepts, practices, and procedures of a particular field of study, not yet the formal application of these concepts, practices, and procedures.

Job-Specific Authority and Scope

- Manager is consulted for decisions.
- Typically has no direct reports.

- Typically has no total staff.
- Typically has a geographic focus of Area (multi-country or multi-state).
- Typically does not manage a budget.

Business Travel and Physical Demands

Business travel of approximately 25 percent yearly is expected for this position.

Physical demands:

- Office environment. No special physical demands required.

Preferred Education

Bachelor's Degree or global equivalent experience in an IT, business or sales related field.

Work Experience

Typically 0-2 years of IT industry related experience, preferably with a professional IT services company or software provider. The incumbent should possess an understanding of technology concerns and the ability to quickly become knowledgeable on CA's overall technology strategy and product solutions in chosen product group. The incumbent should have underlying business acumen or experience in order to demonstrate/explain how CA technology can fulfill the business requirements of customers. The individual in this role must possess experience working with customers, sales personnel, customer service, as well as a good understanding of the industry disciplines, technologies and applications relevant to the assigned product group.

Skills & Competencies

Good communication and written skills.

Key Competencies include:

- **Customer Focus:** Learn to act in ways that demonstrate customer and partner focus and satisfaction by building effective relationships with customers, identifying, meeting and exceeding customer expectations, and by treating customers with dignity and respect.
- **Knowledge and Application of CA's Solution Sets:** Learn CA's products and range of solution sets, how to identify the best possible solutions to meet customers' business needs and how to appropriately position CA solutions with customers.
- **Effective Communication:** Deliver oral and written communications that are impactful and persuasive with their intended audience.
- **Industry Knowledge:** Develop knowledge of given industry and relevant marketplace; can speak with authority, e.g., on industry trends, best practices, competitive practices, regulatory issues, etc.

Professional Development

Develop on-going personal and professional development with respect to the following capabilities:

- Learn to leverage formal and informal learning channels to continually enhance knowledge and understanding of current and evolving market, industry, technology and competitive trends.
- Attain and maintain applicable industry certifications (i.e. ITIL, Six Sigma, CISSP, SNIA, etc.).
- Attain and/or maintain other industry-recognized technical accreditations (i.e.: Web Services - J2EE, XML, XSLT, .NET, SOAP, Linux, Open VMS, etc.).
- Develop good proposal development skills.
- Develop understanding of IT's role and impact in supporting the business.
- Develop problem solving, solution expertise, consultative 'questioning' and active listening skills.
- Develop communication and presentation skills.
- Develop virtual team leadership and collaboration skills.
- Develop solutions expertise.
- Develop proficiency with CA sales tools (e.g., solution white board, presentations, demonstrations) and resources.
- Achieve familiarity with more than one product family within a Brand as well as appropriate cross product and brand solutions.
- Develop vertical business and industry knowledge (e.g.: Financial, Healthcare, MFG, Government).

Leadership, Teamwork and Planning

- Learn and understand cross-brand solutions where appropriate.
- Learn to negotiate with internal and external clients to achieve planned goals and objectives.
- Collaborate with technical team to deliver a set of moderately complex and/or integrated demonstrations, and where necessary, moderately complex proofs-of-concept.
- Learn to define high-level product/technology specifications for implementation working with the delivery team and partners as necessary.
- Collaborate with technical experts to develop detailed specifications.
- Demonstrate effective partnering with CA's internal and external partners.
- Proactively seek and deliver feedback to local sales management with respect to opportunity progress and issues.
- Develop comfort around senior management and technical staff.
- Actively share lessons-learned with peers and colleagues.
- Develop proficiency in teambuilding and conflict management.
- Recognize team member's roles, responsibilities, strengths and weaknesses in order to improve and optimize virtual team effectiveness.
- Develop proficiency in navigating CA's internal processes and systems, and supporting roles.
- Demonstrate effective time management.

- Participate in internal projects that improve the value of Presales overall; e.g., publish technical solutions to the TKL and/or TechWeb, create and publish demos for Solution Centers, etc.

Certifications

- Must achieve certification in one or more of CA's Solution areas plus two courses per year.

For further questions regarding the job position don't hesitate to reach out to me through mail: ricin01@ca.com