



Role: Pre-sales Consultant Australia

Summary:

With a presales background gained ideally within a software/technology vendor, you will already have demonstrated your ability both to design customer solutions and also to 'sell' these to customers, preferably in the Retail/CPG, Travel, Media, Banking & Finance industries. You must have a positive 'can do' attitude, be innovative, pro-active and capable of challenging the status quo.

The Role:

Reporting initially to the VP of Australia, as a Pre-Sales Consultant you will be responsible for providing specialist pre-sales consultancy to specific account opportunities, dealing with complex customer situations, using your specialised knowledge of business areas, solutions and Epsilon's technologies to help ensure a win-win outcome for both parties.

As a Pre-Sales consultant you are used to working closely with the sales force to successfully sell value-based solutions and develop strategies and goals for their successful deployment. You will be able to comfortably & confidently present and demo solutions to clients and at public events as well as conduct Proof of Concepts where required. Knowledge and experience of supporting EDM activity into the Retail/CPG, Travel, Media, Banking & Finance sectors is highly desirable.

Pre-Sales Support Mission:

To improve the efficiency and effectiveness of epsilon's sales process and organisation to meet and exceed our "new" business development goals.

Goals:

- Maximize the potential for success in every pursuit – "best foot forward"
- Focus on highest potential and highest value opportunities
- Streamline and optimize the application of resources to new business pursuits
- Foster a "learning organization" culture that captures and disseminates critical knowledge related to the sales process

Responsibilities:

Pre-Sales Support will work with the sales team's Business Development Managers, VP Australia, Client Services Organisation (Account Managers), technology leads and other content experts to assist in the pursuit of new business opportunities. The Pre-Sales Support role will serve as the bid manager for each opportunity and will be responsible for the coordination of technical resources required in sales pursuit activities.

Responsibilities include:

- Pursuit of new business assistance
- Bid management
- Consultative discovery calls and meetings

- Technical Lead qualification
- Technical Opportunity development
- Offer development and validation
- Proposal development: Tenders, RFPs, and Documentation
- Presentation development and delivery
- Knowledge/content management
- Content expertise

Required experience/background:

- Strong knowledge and experience in database marketing – competitor knowledge/experience is ideal
- Excellent written and verbal communication skills
- Excellent presentation skills
- Technology background, with ability to bridge the gap between technology and business
- 2+ years experience in a sales/client service environment
- Understanding/knowledge of Direct Marketing including: challenges & shortcomings and analytics
- A demonstrated ability to build relationships and work effectively at all levels of an organization, including senior management.
- Experience in the marketing services, International and/or technology industries are a big plus.
- A demonstrated ability to work effectively on a variety of projects concurrently – in a demanding environment under tight deadlines – with an eye toward detail and exceptional results.
- Not afraid to be hands on in every aspect of the role

Skills

- Working knowledge of Microsoft project or similar PM tool
- Working knowledge of DREAMmail
- Database; SQL, Access, MSSQL, Oracle, Excel
- Knowledge of software development life cycle
- Experience in internet technologies including HTML, JavaScript, PHP, ASP
- Email server technologies SMTP/POP/IMAP
- DNS, TCP/IP
- Proficient in Microsoft office, Word, PowerPoint, etc.

Desirable traits/characteristics:

- Excellent communication and interpersonal skills
- confidence to provide software demonstrations to clients at board level
- Target success driven, passionate
- Highly organized – project management experience very valuable
- Professional business acumen – ability to represent Epsilon in best possible light
- Consultative approach – ability to conduct research and lead discovery discussions
- Collaborative team player – ability to build and nurture internal and external relationships
- Impeccable verbal and written communication skills
- Ability to thrive in a fast-paced high-stress sales-driven environment

- Effective time management – need to balance competing demands and changing priorities
- Industry expertise in at least one of the sectors we serve

About Epsilon International

[Epsilon International](#) is a leading provider of strategic, ROI-focused email communications solutions and marketing automation technologies. Through its combination of innovative technologies, professional services and vertical market expertise, Epsilon International helps marketers acquire, grow and retain profitable customer relationships through highly relevant and personalized email communications. The company's end-to-end suite of industry-specific products and services includes scalable email campaign technology, delivery optimization, marketing automation tools, turnkey integration solutions, strategic consulting, and creative expertise to produce email programs that generate measurable results throughout the customer lifecycle.

Epsilon International is an operating unit of [Epsilon](#), a leading provider of multi-channel marketing services, technologies and database solutions and has developed successful email programs for hundreds of companies, including Expedia, Northwest Airlines and The Washington Post/Newsweek International.

Epsilon is an Alliance Data company with principle offices in Boston, Dallas, New York, St. Louis and Washington, D.C.

In the Asia Pacific region Epsilon International maintains offices in Beijing, Guangzhou, Hong Kong, Shanghai, Singapore, Sydney with partnerships and resellers in India and Japan.
