



Role Description

BrightCloud Backup Sales Engineer

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Role Description: Backup Sales Engineer

Introduction

BrightCloud Technologies Ltd is a Managed Service Provider (MSP), providing IT outsourcing and hosting services to the SME sector. Our aim is to reduce cost of ownership and increase performance of our customer's IT infrastructure by employing processes underpinned by advanced technology for management of IT. Core business includes Infrastructure as a Service (IaaS), Hosted Applications, Desktop as a Service (DaaS), Disaster Recovery as a Service (DRaaS), Online Backup and Recovery, and, Managed and Professional Services.

BrightCloud's aim is to deliver beyond customer expectation and create strong long lasting customer relationships.

BrightCloud uses two backup solutions, one predominantly used for disaster recovery replication – Veeam, and the main backup solution is powered by Asigra.

Job Title and Function

The BrightCloud Backup Sales Engineer (BSE) is a technical sales role designed to take a qualified prospect for the backup service through the trial process, designing and configuring the backup jobs and demonstrating the features of the service in order to convert to a sale. In addition, the BSE is the customers' Backup expert and helps to continually improve the service and provide assistance, guidance and training to our support teams. The objectives of the BSE are to:

- Understand the data protection requirements of each customer and design a backup regime and infrastructure which meets these needs.
- Manage the trial process in line with our engagement procedure.
- Ensure there is regular and appropriate communication with both the customer and the sale person during the trial.
- Evangelise the service features and ensure the customer has complete confidence in the solution.
- Assist the sales person by producing the necessary estimates for data deduplication, compression and rate of change based on the customer's environment to enable them to provide as accurate a quote as possible.
- Assist with service delivery by providing training and guidance to our support teams and effecting continual improvement of the service.

You will need to be able to understand an organisation's data protection and business challenges and be able to produce a strategy whereby technology can be used to overcome these challenges whilst remaining conscious of the services that BrightCloud deliver.

See [here](#) for further information on the BrightCloud Backup Service.

Responsibilities

- Manage Backup trials from beginning to end.
- Manage capacity of the Asigra platforms and licensing.
- Provide pre-sale technical support, demonstrations and assist with production of proposals.
- Advocate for existing customers and consultant regarding change and improvement.
- Training and assisting support in daily backup management tasks.
- Service improvements and innovation.

Skills Requirement

Essential Skills

- Deep understanding of Data Protection, Backup and Recovery technologies, tools and techniques.
- Expert knowledge of the Asigra Cloud backup and recovery suite (training will be provided, but we'd expect equivalent knowledge of competitive enterprise backup solutions such as CommVault or NetBackup).
- Good industry knowledge of competitive backup and recovery services and solutions.
- Broad technical knowledge of Microsoft Wintel infrastructure, networking technologies, server and application virtualisation.
- Excellent customer handling skills.
- Customer empathy and understanding of business challenges/ compliance requirements for backup and recovery.
- Able to understand requirements and work iteratively to define a solution that meets them.
- Pleasant telephone manner with excellent communication skills and telephone handling skills.
- Sound problem solving and diagnostic skills.
- Be assertive and confident when presenting new ideas or solutions to a customer such that they are reassured about the quality and suitability of the proposal.

Non-essential Skills

- A good grasp on best practices in IT and an understanding and respect for ITIL principles and change control.
- The ability to mentor/coach members of the Managed Services Team.
- Knowledge of the latest core technologies (Microsoft, Citrix, VMware, Blue Coat, Palo Alto).

Personal Profile

Perception

- Being aware of facts and features in situations.
- Being aware of how people are feeling.
- Display confidence in own ability and inspire confidence in others.

Communication

- Communicating to ensure others understand.
- Communicating to influence or challenge others.
- Good presentation skills.

Judgement

- Thinking up ideas and alternatives.
- Thinking logically to make decisions.
- Market and industry awareness.
- Honesty in knowledge limits – don't guess.

Motivation

- Self-Motivated Focusing energy into getting things done.
- Focusing energy into taking initiative.
- Team player.

Attention to detail

- Being thorough and encouraging others to be thorough.
- Excited by technology.
- Ability to work under pressure.

Our Values

BrightCloud believe in the following Core Values and recruit individuals who we believe hold these values demonstrated by their behaviours:

- **Integrity** - An honest and trusted business with customers' best interests at heart.
- **Expert** - Excellent skills, continually improved through training and experience.
- **Caring** - A friendly business passionate not only about technology but customer service too.
- **Dependable** - Consistently delivering on our promises.
- **Visionary** - Innovatively employing technology to meet the next business challenge.
- **Teamwork** - People working together successfully and in harmony striving to achieve common goals.

Performance Monitors

The Key Performance Indicators (KPI) for the Backup Sales Engineer will be based on:

- Success of backup trials.
- Backup customer satisfaction.
- Growth of BrightCloud Backup recurring income.

Recruitment information

What specific motivation is needed?

- Getting a “Buzz” from being part of a sale, having the desire to solve a prospects issues by making a sale and affecting the profitability of the company positively.
- Getting a “Buzz” from technological solutions to business problems.
- Liking to help people.
- Enjoying channelling energies into achieving technical and commercial competencies.

What are the emotional demands of the job?

- Assertiveness in dealing with people and exuding confidence.
- Having to spend time and effort in coaching people in your team.
- Attention to task deadlines.



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