

Key Account Manager

You will be responsible for maintaining and developing long-term relationships with strategically important large customers and partners, connecting with key business executives and stakeholders. You will liaise between customers and cross-functional internal teams to ensure the timely and successful delivery of our solutions according to customer needs. You will be responsible for achieving a sales target and assigned account objectives, while leading the customer account planning cycle and ensuring assigned customers' needs and expectations are met by the company.

The majority of our customers are located within the UK however depending on their location an overnight stay maybe required from time to time. In addition, as an international company, key account management responsibilities may also be required outside of the UK which will involve travel and overnight stays.

Job Description:

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| Job Title: | Key Account Manager |
| Department | Commercial |
| Reports to: | Business Development Manager - UK & Europe |
| Staff Responsibilities: | None |
| Hours of work: | 9.00 – 5.30 Monday to Friday |
| Place of Work: | Zafire Office Banbury |
| Summary of Position: | Primarily focused on maintaining and protecting support and maintenance revenue through excellent client relationships and regular communication as well as generating new revenue within you allocated account base. You may also be asked to support or lead on new business opportunities as and when they arise including tender submissions. |

Primary Responsibilities

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| ➤ Meet assigned targets for profitable sales and strategic objectives in assigned accounts |
| ➤ Lead solution development efforts that best address customer needs, while coordinating the involvement of all necessary company personnel |
| ➤ Establish productive, professional relationships with key personnel in assigned accounts |
| ➤ Coordinate the involvement of company personnel, including support, service, and management resources, in order to meet account performance objectives and customers' expectations |
| ➤ Communicate clearly the progress of initiatives to internal and external stakeholders |
| ➤ Forecast and track key account metrics providing departmental data and reports |
| ➤ Proactively assess, clarify, and validate customer needs on an on-going basis |
| ➤ Proactively lead a joint company-strategic account planning process that develops mutual performance objectives, financial targets, and critical milestones for a one and three-year period. |
| ➤ Event support (pre/during/post) |
| ➤ Document, develop and update key account management processes |
| ➤ Leads solution development efforts that best address customer needs, while coordinating the involvement of all necessary company personnel |

- Manage departmental KPI dashboard
- Support new business and tender submissions

Professional Specification

| | Essential | Desirable |
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| Qualifications & Training | <ul style="list-style-type: none"> ➤ Proven account management or other relevant experience | <ul style="list-style-type: none"> ➤ Sales Training |
| Experience | <ul style="list-style-type: none"> ➤ Used to discovering business problems and delivering client-focused solutions based on customer needs ➤ Demonstrating software ➤ Creating professional documentation ➤ Ability to build business relationships ➤ Proven ability to manage multiple projects at a time while paying strict attention to detail ➤ Demonstrated ability to communicate, present and influence credibly and effectively at all levels of the organization, including executive and C-level | <ul style="list-style-type: none"> ➤ Exposure to project management of delivery of solutions ➤ Business process management ➤ CRM Skills |
| Personal Skills | <ul style="list-style-type: none"> ➤ Excellent time management skills ➤ Excellent verbal and written communication skills ➤ Excellent listening, negotiation and presentation skills | |

Personal Competencies (Qualities and Attitude)

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| Client Focus – adds value, inquisitive, wants to do a good job |
| Quality focus – interested in quality delivery for the client and business |
| Sales Process Orientation – structured and understands sales process |
| Personal Motivation - a self-starter |
| Results Orientation - ambitious and driven to achieve |
| Personal Organisation & Self-Management – self sufficient |
| Personal Learning Focus – inquisitive and keen to learn and develop |
| Living the Business – loyal and with integrity |
| Relationship building – both internally and externally |
| Team worker – able to integrate and understands team dynamics |



Name.....

Name of reviewer.....

Signature.....

Signature.....

Date.....

Date.....