



Job Specification: Account Manager

Date: 10/12/2009
Version 1.2

Role: Account development
Position: Account Manager
Channel: Direct sales
Reporting to: Managing Director
Location: Field based
Salary: Competitive + Commission

Job Purpose

- To achieve the gross profit targets set
- To cold call and generate new business opportunities within existing and new accounts
- To develop, grow and maintain a sales channel of customers

Performance Indicators

Primary Targets: Gross margin

Secondary Targets: Sales activity targets (e.g. call rates, customer meetings, quote production rates, closure ratios), customer base growth, percentage margin per transaction

Key Accountabilities

- To develop existing and new business through the primary activity of cold calling
- Construct and implement a key account plan
- Confirm to sales reporting requirement, procedures and deadlines
- Research, generate, qualify and follow up leads
- Make appointments and manage customer meetings effectively and in a focused way
- Maintain consistent sales processes throughout the customer base that conform to the Company's standards.
- Follow internal sales and delivery processes and make recommendations where appropriate
- Monitor and maintain customers to ensure consistent delivery of business within targets
- Liaise with all relevant internal departments to ensure accounts are serviced correctly
- Provide best practice advice and policies to all customers

Candidate Profile

Experience/Qualifications

Proven track record and experience in business direct channels

Substantial and successful track record in account management within the Internet services sector

Experienced in account management of direct customers of all sizes/profiles and across multiple sectors

Proven ability to consistently deliver sales targets

Strong negotiation and account management skills

Strong evidence of achieving targets

Minimum 2 years experience in selling Internet products including Internet access types, hosting and hardware/software products to multi site MPLS/VPN solutions

Sales Skills and Ability

- Able to generate leads through cold calling
- Sales skills (e.g. account management, business to business selling, relationship management)
- Comfortable with IT
- Commercially aware (focus on gross profit, growth and cost control)
- Able to understand/explain products and services and take and resolve queries and objections
- Personal sales activity planning, key account planning, telephone appointment making
- Ability to manage sales quality targets through this direct channel
- Ability to present a IT proposal to customer, negotiate commercial terms and close the sale

Customer Focus

- Actively seeks out and acts upon requirements of customers
- Champion the activereach brand through this channel ensuring brand integrity and position is maintained and enhanced

Self Development

- Remain up to date on company products and services
- Maintain and action personal development aspects of own/team personal plans
- Aware of own strengths and weaknesses, building on the former and addressing the latter

Broader Contribution to the Company

- Actively contribute to company meetings
- Generate business development ideas in all areas e.g. products, marketing, pricing etc.
- Maintain knowledge of market/technology developments and competitor movements
- Develop good working relationships with customer/supplier and internal departments

Self Development

- Remain up to date with the activereach products and services portfolio
- Maintain and action personal development aspects of own personal sales plan
- Be aware of own strengths and weaknesses, building on the former and addressing the latter

Personal Characteristics

- Tenacity and quick to seize every sales opportunity
- Ability to work on their own initiative and to organise and prioritise their own workload
- Organised, disciplined (e.g. efficient time management) and conscientious about routine paper and process work
- Able to present the right image with customers and third party business relationships (appearance and behaviour)
- Team player
- Capable 'stand up' presenter and trainer
- Capable field coach
- Energetic, confident, outgoing and good at managing both internal and arms length relationships
- Willing to take the initiative with people. Good listener. Empathic.
- Career minded and ambitious

To apply

Please email your CV to careers@activereach.net together with the job title of the job you'd like to apply for and a covering note. We aim to respond to your application within 3 working days.