

JOB DESCRIPTION

Job Title: Account Manager

Reporting To: Sales Manager

Job Role:

To support the sales growth on assigned accounts, ensuring margin integrity, delivering effective contract management and derisking assigned accounts. Reporting to and taking day to day direction from The West Group Reporting to and taking day to day direction from the Sales Manager, manage assigned accounts to drive revenue and profit growth through relationship management and working closely with the Business Development Manager for that area/or assigned on that account. To assist the sales team to achieve the sales strategy, quality objectives and business goals.

Be aware of customer politics, company and departmental objectives, targets, and measurements.

Leading by example, you will promote a positive and motivating team environment, whilst proactively seeking training and Continuous Improvement opportunities.

Job Responsibilities:

- To manage assigned accounts that have been assigned by the Sales Director.
- Engage in regular communication with assigned accounts to provide weekly, monthly and quarterly updates.
- Proactively maintain and grow assigned accounts – through scheduling blanket orders and proactively looking at bigger contracts to help the customer with cost savings but providing security for TWG with increasing profits and long-term contracts.
- CRM updates for all calls; meetings online required weekly and in person where needed.
- Proactively manage the contract process; managing blanket orders with the customers to provide scheduled dates and understanding the forecast from the customer.
- Forecast – working alongside the BDM to provide accurate forecasts each Financial Year. To also input estimated Forecast per customer on a monthly basis for visibility on the potential final value.
- Analyse sales patterns and watch for up and down shifts on the accounts assigned through the item movement report.
- Regularly assess risk on that account through the products purchased – inline with our company strategy and key supplier base.
- To keep track of special prices and discounts for the customer and to maintain company margin.
- Spotting Opportunities in all areas of the business

Client Relationship Management

- Build and maintain strong relationships with assigned customers, understanding their needs and objectives.
- Gain an understanding of the business needs of your customer base – what they do, how we can help with existing products and NPDP.
- Regular online meetings with top 30 – working on orders/deliveries/service call and working with the customer on contracts and understanding account – utilising the Item movement report.
- Being pro-active in keeping customers up-to-date on existing orders, price breaks and deliveries

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- Helping the relevant BDM in their forecasting to the business through your enhanced relationship with your customers.
- Spotting new project opportunities and bringing in the BDM to collaborate on with the customer.
- CRM activities updated after each call – including call logs/meeting notes and tasks.
- SAP management – keeping the account details up to date on SAP – including key contacts/contracts/risk score/marketing information/NDAs.
- Contract maintenance – making sure contracts are updated and filed away and recorded on the CRM.
- Item movement – understanding your account and looking at trends and working alongside assigned BDM of that customer.
- Maintenance of special discounts.
- Working in collaboration with your BDM and as part of the greater sales team to ensure targets are hit.
- Communication with the allocated BDM, relevant department(s) and the customer is key part of this role to ensure smooth running of the accounts
- Ensure exceptional customer satisfaction by resolving escalated client issues.
- Attending Quarterly customer visits in person with the Business Development Manager

Required Job Skills:

- Great communicator and cross departmental collaborator
- Positive attitude towards change and improvements
- Able to organise time, prioritise workload and ability to multitask under pressure.
- Microsoft Office Knowledge
- Able to conduct data analytics.
- Proactive.
- Deadline and SLA driven

You are required to adhere to the company standard terms and conditions of employment and to be aware of your duties as an employee of the company with regards to the quality management system, general standards, health and safety and confidentiality. Your line manager will set specific KPIs/Targets inline with the strategy set by the sales manager. This will be reviewed on a monthly and quarterly basis with your line manager and sales manager



A MEMBER OF
THE WEST GROUP
OF COMPANIES