

# Internal Account Manager

## The role

To grow via telephone sales, through new business development and account management a portfolio of public sector accounts. Through effectively selling the full range of XMA's products and services in order to maximise revenues and margin and achieve set targets.

## Key areas of responsibility

- To grow, qualify and develop a spending customer base of Key accounts across multiple markets, through pro-active outbound cold calling and prospecting, selling the full range of XMA's Products and Services. To build and maintain a working database of customers. To work with an External aligned Client Manager to develop new business and maintain existing spend levels of top accounts.
- To ensure that customers are managed efficiently and effectively, providing a high level of customer service at all times.
- To actively keep up to date regarding market and competitor intelligence.

## Measures

- Achievement of set sales, profit and gross margin targets for allocated products and services, including the management of delivery costs, and add-back's
- Achievement of set Key Performance Indicators as set out by Manager, such as Number of Outbound Calls and TalkTime, Quotes Generated, accounts Served.
- Satisfactory building and maintenance of customer portfolio including correct contact details, buying preferences and ongoing business needs.
- Correct product and vendor mix is maintained by daily monitoring of performance against set targets
- Evidence of effective up/cross/switch and add-on selling skills
- Effective application of sales and product training
- Use of relevant data to identify customer buying patterns and the maximisation of business potential
- Opportunities are created, accurately maintained and closed off in CRM
- All named, and/or targeted customers' profiles are completed and current on CRM
- Forecasts and pipeline documents are provided on a weekly basis and are accurate within a given tolerance
- Customer is on the price band which accurately reflects market conditions
- To build an understanding of the structure of XMA, how and when to engage with other departments e.g. Pre Sales, Sales Support
- Timely resolution of customer problems and queries, and managing the outcome and the result
- Customers' expectations regarding delivery dates are managed effectively
- The customers' serviceability requirements are understood
- Timely and effective use of all reactive/proactive communication media and marketing and communications, e.g. responding to incoming calls, and emails, letters, faxes, etc, making 'cold' and other outgoing calls, etc
- Evidence of effective working relationships with other departments to resolve customer problems
- Effective use of various industry media and communications-e.g. Internet, publications and magazines, etc
- Industry news and issues are highlighted to the Sales Manager, via meetings, reports, etc

## Essential Skills

- Hard Working Pro-active Sales Person who understands the essence of selling and what it takes to be successful
- Shows excellent customer relation skills and ability to build relationships with key accounts
- Excellent communication skills
- Knowledge of IT hardware and services
- Solution-based sales/ability to seek opportunities to up sell
- Inspire respect from everyone at all levels both internally and externally
- Rapid response to opportunities
- Time Management skills
- Team Player
- Excellent MS Office (Word, Excel, Powerpoint)