

## Purpose

Responsible for managing the overall customer relationship with a small number of contracted Multi-Academy Trust Managed Service customers. Focusing on the retention of the customers, expanding the business, developing extra lines of business, and increasing the overall efficiency and profitability for the customers.

## Roles and Responsibilities

- To achieve target sales of professional services, enterprise solutions, products, and attached services into your specified customer base.  
This should be at CEO/CIO level wherever possible.
- Develop pipeline opportunities through effective prospecting techniques and contract relationships.
- Understand customer strategy and influence the development and implementation of their strategy.
- Maximise sales opportunities by maintaining a detailed understanding of market area, customer strategy, service opportunities, purchasing methodology, competitive situation, future plans, and how to influence decision making.
- Own the prospect sale and relationship up to completion of contract negotiations/close of sale.
- Value is added through:
  - Networking higher in the organisation
  - Seeking project-based business
  - Broadening the portfolio of services and products purchased by the customer
  - Managing escalated issues
- Work with the Internal Account Manager (IAM) to ensure that all potential new customer expectations are achieved and that ongoing business for the supply of products and services is managed.
- In-depth understanding of the XMA business to deliver effective communication in relation to successful case studies, service and product portfolio.