
Account Manager

Job title:	Account Manager
Function:	To proactively work with named customer accounts to continuously seek opportunities to grow customer revenue, whilst providing first class customer service.
Lines of Communication:	<ul style="list-style-type: none">• Upwards – Divisional Managing Directors• Business Development Manager, Sales Support Administrator, Customer Experience Associates• Operations team
Hours of work:	40 hours per week

Duties

- Proactively schedule and complete agreed volume of outbound customer calls per day.
- Respond to customer email enquiries within agreed timeframe.
- Making appointments for BDM ensuring that all open opportunities are completely up to date and record in CRM.
- Manage requests for quotes and follow up as required, engaging other departments to ensure accuracy of information (inc. stock availability, delivery schedules, pricing etc).
- Document all customer interactions on CRM system, including calls, emails, tasks, projects, opportunities. Ensuring that information inputs are accurate and up to date.
- Analyse each customers' accounts to assess and identify opportunities to drive growth and profitability.
- Identify and sell existing or new whitespace products.
- Actively maintain positive client relationships through service delivery; anticipating needs and potential issues.
- Research and understand product availability, actively engaging with category management, fulfilment and operations teams.

- Keep track of NPS scores, seeking customer feedback as a means to identify areas for improvement.
- Research and stay up to date on industry trends relating to customer group, suggest product ranges that may be of interest.
- Management of customer complaints in a professional and timely manner, documenting resolution steps, reporting internally and appropriately with the customer.
- Create memorable service interactions at each customer touch point.
- Maintain an in-depth knowledge of customer accounts; tracking any changes in personnel, decision makers, key contacts or potential changes in business circumstances.
- Proficiently utilise CRM and ERP systems to highlight opportunities for account growth.
- Schedule customer account reviews with BDM and Sales Support.
- Document and follow all processes specific to customer accounts (update as required). Ensuring any 'special' processes are clearly highlighted and adhered to
- Utilise company systems to draw and interrogate the data to provide customer with meaningful commentary.
- Proactively work as part of the broader sales team and the sales shared service team to aid the development of business opportunities.
- Follow Tower processes and procedures to support efficient and effective working with shared service functions (ie. Finance, Marketing, Procurement).
- Adopt a 'right first time' approach to all actions and interactions.

Performance Indicators

- No. meaningful interactions
- No. outbound phone calls
- Query resolution (*response time using Outlook*)
- Sales revenue
- Leakage
- GP % growth
- Quote conversion / closure
- Customer NPS

Skills & Experience

- B2B or B2C Experience
- Comfortable selling via phone and in virtual meetings with both existing and prospective customers
- Commercial Acumen (ability to analyse and interpret data leading to additional business opportunities and wins)
- Appetite to develop both product and industry knowledge
- Ability to build strong relationships with both customers and colleagues
- Negotiation and persuasion skills to ensure win/win situations are achieved every time

Personal Attributes

- Hungry, Humble & Smart
- Proactive mindset. Always seeking to be one step ahead of customer needs
- Tenacity. Demonstrates a tenacious approach to customer management
- Emotionally intelligent. Able to build solid relationships at all levels
- Self-starter. Able to effectively manage own workload and operate unsupervised
- Effective communication. Able to communicate professionally at all levels, written and verbal
- Energetic team player. Appreciates the value of working together and supporting colleagues

Business Focus

Team Results	Sets clear and challenging objectives, inspiring and encouraging high performance in teams and individuals. Reviews progress achieved, publicly and privately recognising achievement.
Personal Results	Sets oneself clear and challenging objectives in line with the company goals and individual KPI's and strives to achieve results.

People Focus

Communication– Verbal/ Written	Conveys accurate information effectively, using appropriate methods to reflect the needs of the audience and ensure understanding.
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Managing Relationships	Builds and maintains good relationships with customers and colleagues by adopting the most appropriate approach to deal with people and situations.
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Personal Focus

Personal Organisation	Efficient in one's use of time and works in a well-structured way.
Self-Development	Takes responsibility for personal improvement, learning from experience and new situations.

Change Focus

Adaptability	Responds positively to changing a business circumstances readily adapts behaviour to maintain effective performance
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Analytical Focus

Information Gathering	Seeks the full range of relevant and accurate information in a methodical way.
Analysis and Judgement	Logically breaks down problems/situations into their essential parts and draws reasonable conclusions based on their analysis.

Quality Focus

Thoroughness	Is accurate, pays attention to detail and ensures tasks are completed on time.
Quality Conscious	Consistently works to a high standard and looks for ways to improve current working practises and processes
Initiative	Takes appropriate action before being asked and actively finds solutions to problems.
Integrity	Shows support for Group Values – particularly demonstrating the highest levels of honesty and integrity

Last updated: October 2024