**Position Description**

**Position Title:** Business Account Manager

**Team:** Sales

**Location:** location

**Approval Date:** date

**Primary Purpose of the Position:**

This position is responsible for achieving (or exceeding) sales targets and business objectives by sourcing and securing new customers while maintaining and growing business from existing customers.

This position contributes to the overall success of GPK Group by extending and enhancing GPK Group’s presence and reputation in the market, establishing customer partnerships, and structuring and delivering profitable contracts containing obligations that GPK Group can consistently meet (or exceed).

**Reporting Relationships:**

Reports to: Sales Director

Responsible for: (There are no positions reporting to this position)

**Decision Rights:**

**Accountable:**Commitment to new and renewed customer contracts for standardised GPK Group products, services and solutions at agreed (or improved) margins. Being an authentic and effective ambassador for GPK Group (our business, our values, our brands, our services and our people).

**Shared Responsibility:**Commitment to new and renewed customer contracts for non-standard GPK Group products, services and solutions and/or contracts at reduced margins. Contract profitability. Building and maintaining the reputation and brand of GPK Group.

**Consulted:**Productisation of GPK Group products and services.

**Key Relationships:**

**Internal:**  
GPK Group colleagues, particularly in Service Delivery, Insider Sales, and Business Services

**External:**  
Current, prospective and former customers of GPK Group, vendors, suppliers and partners to GPK Group, GPK Group-sponsored organisations

**Key Accountabilities & Outcomes**

**Sales performance**

Plans and takes appropriate action to achieve (or exceed) agreed annual sales targets, ensuring resources are utilised efficiently and effectively to achieve maximum sales returns.

* Appropriate sales plans are developed, implemented, monitored, achieved and evaluated for the territory and/or customers allocated, within budget and following the approved sales methodology
* Customer records in Hubspot are current, complete, accurate and understandable.
* Sales pipeline is healthy, with accurate forecasting and pipeline reporting/information/data provided on-time in the required format.
* Stakeholder engagement levels are maintained both virtual and face-to-face.
* Increases in both the number of customers and GPK Group’s revenue.
* Successful renewals (with support from Service Delivery)
* Customer reviews are completed (supporting Service Delivery)
* Any potential or actual issues and business development opportunities are promptly advised to the Sales Manager

**Contract establishment and renewal**

Negotiates and secures consistent and competitive contracts with new and existing customers, remaining within delegated parameters and preserving margins.

* Pre-sales activities include appropriate input from Service Delivery to ensure GPK Group can deliver the contracted products, services and solutions to specification, time, budget and customer satisfaction
* Contracts are accurate, consistent, signed by all parties and stored appropriately
* Contract reviews and renewals are completed on-time
* Communication and transition to Service Delivery is timely, effective and efficient

**Product knowledge and representation of GPK Group**

Demonstrates a thorough understanding of GPK Group’s purpose, products, services and solutions, and uses this understanding to accurately, credibly and professionally represent GPK Group to (current, prospective and former) customers.

* Customers have an accurate and consistent understanding of GPK Group’s business, values, products, services and solutions
* Working relationships with external stakeholders are effective, professional and productive
* Customer feedback

**Marketing and market intelligence**

Sponsorships, client relationships and events are organised and leveraged optimally and appropriately, in line with GPK Group’s values, purpose, and objectives.

* Professional and productive representation of GPK Group at trade shows, conferences and events (including evening and weekend work as required)
* Events are approved, organised, managed and evaluated professionally and to budget
* GPK Group people are informed of, and appropriately involved in, events

Ensures marketing plans are executed in an accurate and timely manner, and proactively shares feedback and market intelligence.

* Marketing plans are understood, and executed effectively and efficiently
* Input and feedback is proactively provided to Marketing, including contributions to the development and evaluation of marketing activities
* Market intelligence is proactively provided to the Sales Director

**Continuous improvement and collaboration**

Contributes ideas to improve products, services, policies, processes, systems and reporting, and demonstrates willingness to try new ways of working.

* Ideas for improvement are shared, and approved initiatives are implemented and evaluated

Proactively shares knowledge/experience and provides advice/thoughts on known and emerging issues and opportunities.

* Is generous with time and appropriate advice, and proactively provides training/assistance/input to ensure ongoing compliance and improved capability

Continues to enhance/build knowledge, skills and experience.

* Assigned and agreed training is completed in a timely manner

**Compliance**

Complies with GPK Group policies and processes, and all contracts and legislative/regulatory requirements.

* No breaches of policy, process, contract, legislation, regulation, code, etc

**Other duties as required**

Completes, or contributes collaboratively to, other work as directed by GPK Group.

* Successfully delivers assigned work in full and on-time

**Knowledge, Experience & Skills**

(Unless stated otherwise, GPK Group considers the knowledge, experience and skills listed below as being essential for success in this position.)

* Relevant business or ICT tertiary qualification and/or certification
* A minimum of 3 years relevant B2B sales experience involving IT, network, managed services, SIP and/or cloud/hosting solutions, ideally with another MSP (managed service provider)
* Sound knowledge of some (if not all) of the following vendors: Microsoft (including 365/Azure), Extreme, 3XC, Barracuda, and SentinelOne
* A level of commercial acumen, and the ability to follow agreed sales methodologies.
* Understanding of relevant legislation (an understanding of the regulations associated with telecommunications and security is desirable)
* Sound relationship/stakeholder management skills
* Excellent communication (verbal, written and presentation) skills, and the ability to communicate ideas in both technical and user-friendly language
* Sound negotiation skills, experience with proposals and contracts, an eye for detail, and the ability to maintain confidence
* Strong organisation skills, including time management and prioritisation
* A proactive and positive approach, able to work independently and as a positive team member both onsite and remotely
* Willingness to continuously update technical and other professional skills and knowledge
* Intermediate ICT skills (Microsoft Office suite, HubSpot), good data entry skills
* Current driver’s licence (car)
* Availability to work occasional evenings and weekends (for events)
* Ability to travel as needed, including being away from home for one or more nights

**Acknowledgements**

**Manager Name:**

Signature:

Date:

**Employee Name:**

Signature:

Date: