

Key Account Manager

Position Description



Position Title:	Key Account Manager		
Reports to:	Head of Sales - Southern Region / Head of Sales - Northern Region		
Direct Reports:	None		
Financial Delegations:	None		
Division:	insignia	Dept:	Account Management
Location:	National	Creation Date:	03/07/12

Company Overview

insignia is a national label manufacturing business with a strong focus on quality – Quality award-winning labels, quality brands, quality service and quality people. insignia has been helping their customers with printed & blank labels, portable & desktop printers, automated print-&-apply applicators, and coding & marking systems for over 40 years.

Mission Statement: Through people, process and passion, build a labelling and coding business which delivers unprecedented delight to customers resulting in long term security and opportunity for us all

Group Cores Values: Honour; Ownership and Commitment; Change for Strength; Diligence

Position Overview & Organisational Requirements

Position Summary:

The position of Key Account Manager works to retain and grow existing customers in their portfolio through effective management of the on-going client relationship.

Organisational Requirements:

- All positions within the Winson Group will support the achievement of our Mission.
- When dealing with our colleagues, customers and the community, all employees are required to act in accordance with the company's stated values and behaviours, customs and practices.
- Employees are required to comply with all relevant legislation, laws, regulations, standards, codes and the Group's policies and procedures.
- Employees are required to take reasonable care of their own health and safety and the health and safety of other people, including people working under their supervision or direction, in accordance with the Workplace Health and Safety Legislation, relevant to each state.

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Key Responsibilities

- Display behaviours consistent with the stated Winson Values

Relationship Management

- Coordinate territory account management plans to effectively manage all existing customers to grow sales.
- Conduct regular customer site visits to strengthen existing contact relationships, add new contacts, gather knowledge and new opportunities and learn about the account.
- Conduct scheduled customer outbound calls, augmenting site appointments in managing and gathering information regarding accounts.
- Utilise various marketing programs/processes to further enhance and develop the “customer intimacy” aspect of our business proposition.

Opportunity Identification & Sales Growth

- Identify key growth areas for label consumables in portfolio and develop plans to gain the business utilising insignia’s selling process.
- Acquire and maintain an acceptable level of product knowledge in order to successfully evaluate and identify potential business opportunities for other product areas of the business.
- Utilise insignia process and tools in Navision and CRM for opportunity handling and reporting.
- Develop an Account Management Plan for each account, including key personnel, total value of label and ribbon business, percentage of business that we currently have, areas for growth and strategies for growth.

New Business Development

- Actively pursue leads and prospects, qualifying their sales potential, utilising the insignia website and 1300 number.
- Contact new customers to discuss their needs, and to explain how these needs could be met by specific products and services.
- Quote prices, credit terms and other product specifications.
- Complete all required new business documentation and record all actions accurately in Navision and CRM.

Data Management

- Maintain accuracy and currency of the data contained in the contact card portion of Navision and CRM.
- Ensure the interaction log is current and accurate.
- Ensure relevant files and documents are attached to the card and stored in other locations, if necessary.
- Collect data from all customer contacts to ensure database files are accurate and current.

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Agreement/Contract Management

- Maintain currency and accuracy of all contracts/agreements that are in place with customers in the assigned portfolio, through existing insignia process.
- Ensure new contracts are rolled out and documented correctly – including sign off by the appropriate Manager/s.
- Maintain contract documentation and ensure terms and conditions are fulfilled with regards to pricing, reporting, renewal, delivery etc.
- Ensure that insignia personnel and departments involved in the delivery of contract obligations maintain a good understanding of the requirements.

Account Analysis and Review

Note: Reviews will be driven by the Key Account Manager, but in many cases will be conducted with substantial assistance from Management and key areas such as Production, Prepress, Systems Sales and Support.

- Conduct scheduled and unsolicited reviews of all Strategic and High ranked accounts within assigned portfolio.
- Work closely with the Internal Sales person in your branch to gather all data needed to properly review and assess any changes that can be applied to each individual account.
- Communicate and present review results to relevant contacts within the account. Where possible, the Internal Sales person should be present at this presentation.

Issue Ownership and Resolution

- Liaise with required personnel across departments to drive solutions to all customer issues, including New Business Development, System Sales, Technical/Customer Support , Production, and Accounts.
- Liaise with clients regarding their options and the stage of the resolution process.

General

- Contribute to all regular department meetings and ensure all reports are completed on time.
- Meet all KPI's as determined by Senior Management.
- Interact with all business areas to achieve outcomes as outlined by the business objective.

Key Competencies/Experience

Key Competencies

- Knowledge of principles and methods for promoting, and selling products or services. This includes product demonstration, sales techniques, and sales control systems.
- Ability to work and communicate with a broad range of people, both internally and externally.
- Strong skills in communication, administration and time management.

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- Knowledge of principles and processes for providing customer services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

Experience

- 3 - 5 years' experience in a sales or customer service role, within an industrial environment.
- Proven experience in working with client database systems and MS Office applications.

Key Performance Indicators

- Behaviours are aligned to Winson's stated Values and Behaviours
- Ensure 100% of applicable budgets
- Develop Account Management Plans
- Conduct ≥ 13 face to face appointments each week (annual target = 624)
- Conduct 10 outbound telephone meetings with customers each week
- Present 1 account review each fortnight (annual target = 25)
- Manage and maintain agreements and contracts with customers through **insignia's** process
- Ensure special pricing arrangements are correctly loaded into the system with less than 1% NCT Rate
- Ensure new item process paperwork is less than 1% NCT rate
- Maintain and update customer records in Navision and CRM with 48 hours

Qualifications

- Business related vocational or tertiary qualifications desirable

Mandatory Criteria

- Open C class vehicle license

Specific Requirements of the Position

- Ability to travel interstate
- Ability to attend up to 2 weekend conferences per year
- Ability to work outside normal business hours to accommodate external state/territory daylight savings and public holidays, when required.

Key Stakeholders

Internal

- Account Management team

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➤ Customer Support team

➤ State/territory BDM

➤ Management

➤ insignia staff

External

➤ Customers

➤ Suppliers

Authorisation

Please sign to confirm that this Position Description has been discussed by both parties.

Employee Name & Signature	_____	Date	_____
Manager Name & Signature	_____	Date	_____