

ROLE DESCRIPTION



ROLE	Regional Account Manager
DEPARTMENT	Sales & Marketing
LOCATION	Office/Field Based
REPORTS TO	Sales Team Leader or Sales & Marketing Director
PURPOSE OF ROLE	
<p>The Regional Account Manager is responsible for the acquisition, growth & retention of customers within a defined geographical territory. The role comes with an existing portfolio of customers but will also require prospecting for new customers & opportunities.</p> <p>The Regional Account Manager represents the entire portfolio of company products & services, while influencing the customer account planning cycle and ensuring all needs & expectations are deliverable & met by the company.</p> <p>Working to strict key performance indicators (KPI's) the Regional Account Manager will create and document a best practice framework to allow all company departments to engage seamlessly in delivering best in class service excellence.</p> <p>The Regional Account Manager is also responsible for upholding standard operating procedures (SOPs), adherence to standard terms & conditions and standard payment terms.</p>	
RESPONSIBILITY AREAS	
<ul style="list-style-type: none"> • Act as an ambassador of IAM RoadSmart & advocate all charity missions, goals & objectives. • Establish productive & professional relationships with key personnel of B2B customers, 3rd party organisations & safer roads partnerships within defined geographical territory. • Meet agreed targets & budgets for profitable sales volume and tactical objectives. • Maximise all cross-sell opportunities to ensure achievement of agreed revenue targets. • Become an expert in ALL B2B products & services & proactively contribute to ongoing enhancements in terms of content, customer journey or specific functionality. • Proactively assess, clarify, and validate customer needs on an ongoing basis. • Complete tactical account plans that meet company standard operations procedures, to develop mutual performance objectives, financial targets, and critical milestones. • Identify & qualify ALL new & existing opportunities within geographical territory. • Ensure all leads generated (incoming, warming pool, marketing, ASDM or Group) are contacted, qualified & progress fed back in a professional and timely manner. • Work with ASDMs to promote IAM activities & ensure seamless service delivery. • Create comprehensive & compelling proposals that satisfy the need or solve problems identified for each customer/prospect. • Coordinate the involvement of company personnel, including sales support, service delivery, marketing, communications, I.T., policy, driver standards, finance and management resources, in order to meet account performance objectives and customers' expectations. • Ensure that the Pipedrive CRM system is updated in line with set SLAs and ensure that sales forecasting/pipeline status is accurate, realistic & delivered. • Agree & implement standard contracts, terms & conditions, service level agreements & key performance indicators between the company and its customers. • Host regular in-house & customer tactical account reviews, monitoring & measuring income & service performance against target. • Ensure monthly invoicing is completed in line with SOPs & monthly sales targets. • Work with sales/customer support to ensure regular management information reports provided to customer are relevant, accurate and timely. 	

- Work with Marketing and Product Development teams to identify, develop and successfully launch specific new product or market entry opportunities
- Liaise with Accounts to ensure ALL terms & conditions are upheld, especially payment terms.
- Monitor, overcome or escalate any service level failures and liaise with other departments as necessary.
- Represent IAM RoadSmart at industry networking functions and/or conferences as required
- Carry out ad hoc special projects as and when required

CONTROLS

- Monthly finance report confirming sales v budget
- Weekly sales update call with Line Manager
- Attend sales team meetings as scheduled
- Attend periodic 1:1s with Line Manager
- Attend bi-annual 1:1 Appraisals
- Data recorded and managed via internal CRM system

KNOWLEDGE, EXPERIENCE AND KEY COMPETENCIES

- At least three years' success in consultative B2B sales
- Required to pass the IAM Advanced Driving Test
- Continuous personal development of technical & sales skills

KEY COMPETENCIES:

Planning & Organising: Ability to manage workload logically prioritising outcome over output. Seeks to align service delivery against available company resource.

Customer Service: Proactively responds to customer needs and requirements and provides exceptional customer service. Focuses mutually on the customer's business results alongside own. Goes beyond service expectations to help customers implement complete solutions.

Influencing: Gains acceptance of ideas and plans from others. Addresses issues in an open, constructive and professional manner. Has demonstrable experience of 'selling in' and maximising revenue opportunities.

Teamwork: Committed to team goals. Promotes and assists team working. Supports team changes with positive manner.

Drive: Sets high standards for self and others. Challenges negative behaviours and responses in a constructive way. Encourages people to be optimistic, with a can – do attitude and focus.

Communication: Adapts innovative communication style to match the needs and understanding of different audiences. Practices active listening skills. Able to establish inter-departmental communication easily.

Problem Solving: Shows insight into the root-causes of problems. Explores various solutions to problems, weighing up the benefits of each (including costs, risks and values) and selecting the appropriate course of action.

Commitment & Resilience: Thrives from putting the organisation's mission and vision into life. Adapts an energetic approach towards responsibilities.

OTHER:

- Demonstrable sales results and consultative selling skills
- Self-motivated, proactive and comfortable with UK wide travel
- This is predominantly a field-based role, so a suitable home office area is required
- A good knowledge of occupational driver risk management
- Good working knowledge of Microsoft Office software including Word, Excel, PowerPoint and Outlook

NOTE: This role definition is not all-inclusive. Employee will be required to perform other related duties as required.