

## Job Overview:

### Key Account Manager

£56,000-£65,000 (experience dependent)

<b>Job Title:</b> Key Account Manager	<b>Location:</b> Remote Working	<b>Company:</b> Gratte Brothers   Foodservice Solutions (GBCEL)
<b>Reporting to:</b> Sales Director	<b>Key Stakeholders/Responsible For:</b> Internal Team and Key Account Customers	

#### Job Purpose:

The Key Account Manager (KAM) is a Senior Management position and plays a crucial role in managing and nurturing the relationships of our new and existing Key Accounts and clients. All Key Accounts will be highlighted by the Sales Director prior to handover.

#### Key Areas of Responsibility:

- New and Existing Key Account Client Relationship Management
- Maintaining and building strong, long-term relationships with key accounts, serving as the primary point of contact.
- Develop and implement strategic account plans that align with the overall business objectives of the organisation.
- A deep understanding of clients' businesses, goals, challenges, and needs to provide tailored solutions and services.
- To achieve or exceed sales and revenue targets by identifying opportunities for upselling, cross-selling, and expanding the scope of services offered to key accounts.
- Assist with Negotiating of contracts, pricing, and terms of agreements with key accounts to maximise value for both the client and the organisation.
- Develop account-specific strategies and action plans to meet sales and growth targets.
- Stay updated on products, industry trends, competitor activities, and market conditions to provide informed insights to clients.
- Prepare accurate sales forecasts and reports for designated key accounts.
- Collaborate with internal departments such as Sales, Projects, Service, and Customer support to ensure a seamless experience for key accounts.
- Monitor customer satisfaction levels and gather feedback to continuously improve service and product offerings.

*This is a broad overview of the position and does not encompass all aspects of the role. Gratte Brothers are an equal opportunities employer and welcome applications from all.*

### **Knowledge & Experience:**

- A strong understanding of our industry (Accounts, Market Sectors, Suppliers, Competitors) is essential.
- A customer-centric mindset with a focus on delivering exceptional value and service to Key Accounts.
- The ability to establish and maintain strong, trust-based relationships with clients.
- Strong presentation skills for pitching products or services to clients.
- Familiarity with relevant software tools is preferred such as: AutoQuotes and InDesign for proposals, ZOHO for Sales Pipeline & CRM, Revit/AutoCAD 2019 for Design).
- The flexibility to adapt to changing client needs and market conditions.
- The ability to think strategically and develop long-term account plans.

### **Attributes & Skills:**

- Excellent communication and interpersonal skills are crucial for building and maintaining client relationships.
- Proficiency in negotiation techniques and contract management.
- Ability to analyse data, market trends, and client behaviour to make informed decisions.
- Effective problem-solving skills to address client issues and challenges.
- Organisational Skills: Strong organizational and time management skills to handle multiple accounts simultaneously.

### **Qualifications:**

- Experience: At least 3-5 years of experience in Sales or Account Management, preferably in a B2B environment. Experience working with key or strategic accounts is a plus.
- A strong understanding of our industry (Accounts, Market Sectors, Suppliers, Competitors) is essential.
- Excellent communication and interpersonal skills are crucial for building and maintaining client relationships.
- Proficiency in negotiation techniques and Contract Management.
- Analytical Skills: Ability to analyse data, market trends, and client behaviour to make informed decisions.
- Effective problem-solving skills to address client issues and challenges.
- Strong organizational and time management skills to handle multiple accounts simultaneously.
- A customer-centric mindset with a focus on delivering exceptional value and service to key accounts.