



## 1. Job Title

Job Title: Account Manager  
Responsible to: **Sales Manager**  
Location: **Birmingham**  
Division: **QALX Other**  
Department: **Sales**  
Last Updated: 21/09/17

## 2. Job Purpose

The Business Development Executive is responsible for generating business from both new and existing customers across the full QA Learning portfolio. The majority of business will be hunted from new business records of SME's in the East and West Midlands.

## 3. Key Responsibilities and Duties

- Own a database of approximately 200-300 (potential) accounts.
- Call multiple buying points in each account to position the relevant curriculum areas
- Initiate and build a positive, long-standing relationships with each contact point
- Follow up leads generated by marketing in a timely manner
- Liaise with internal Subject Matter Experts to provide the right course / service for each client requirement
- Take part in company-wide, weekly call-out days
- Manage customer information on the CRM
- Use internally-generated reports to analyse strengths and weaknesses / buying patterns
- Take accountability for excellent customer service in every interaction
- Take ownership of a monthly invoicing and GM (sit down profit in month) target



## 4. Key Performance Indicators - KPI's

- Spend an average of 120 minutes per day on the telephone
- Visit clients to improve relationships and understand the customers' business
- Hit / over-achieve invoicing and gross margin targets
- Increase the number of buying customers in the Central Region
- Increase the spend per customer in the Central Region
- Continuously improve NPI (customer service) ratings.

## 5. Skills, Competencies and Qualifications

- Ideally two to three years of outbound sales experience
- Strong New Business / Account Management background
- Comfortable and confident cold-calling
- Track record of success in a New Business sales environment
- An entrepreneurial spirit
- Confidence and a strong sense of direction
- Trustworthy and honest
- Excellent communication skills
- The ability to operate well and contribute to a strong team environment
- Self-motivated and highly driven
- Ability to identify new opportunities and deliver against them

## 6. Key QA Values

Listed below are the key values and attributes expected of all QA employees



# Job Description

**Integrity** - We will: Be open and honest. Have trust and respect for each other. Act in the best interests of the whole business. Share knowledge and experience.

**Commitment** – We will: Deliver our obligations to clients and colleagues. Take individual responsibility and be proactive in delivering what we promise. Champion equality, diversity and inclusion. Support our communities and protect the environment.

**Service** – We will: Understand our clients and exceed their expectations. Provide exceptional value. Deliver the highest quality service. Strive to continually improve and enhance our services.

## 7. Agreement

A separate job description will need to be signed off by each jobholder to whom the job description applies.

Job Holder's Signature:

Date:

Line Manager's Signature:

Date: