

## Job profile - Key account Manager (KAM / RSM)

**NAME:**

**Position:**

**Location:**

**AOP:**

**Date:**

**Sales Strategy:** Achieve Sales & Collection targets of assigned Territory from customers by supervising. DB. Promote products. Approaches, Negotiates, closes & re-order KA / corporate potential/ existing customer

**Suspect:** Stocks forecasts on monthly basis. Provide intelligence to Supervisor, Polling important customer as regards SWOT & feedback. Monitor sales movement of all products provided in forecast on a regular basis

**Prospect:** Assigned Territory coverage. Contact important, potential & competitor customers, Distributors & Resellers. And Collect information from existing customer Network.

**Approach-:** Approach to the Customer, DL, DB after Qualifying Prospect Stage.

**Negotiate:** Negotiation subjected to quality justification. Use company Strength i.e. Production Capacity, Brand Value, Delivery commitment, Service & Customise Grade.

**Closure:** Close the order. Coach for Fit test, Survey. Mentor for technical support. Conduct training. Program & regional exhibitions. Supports Seminar programs for resellers & End users.

**Order:** Follow up for reorder. Resolve customer complaints efficiently and effectively through appropriate. Corrections

**Personnel:** Train-audits-monitors DB sales team. Mentor for tasks. Identify candidates for recruitment & Distributor sales executives on field.

**Physical Evidence:** Presentable appearance while visiting customers - Wearing Formals, Carrying diary & Samples

## Daily Important Tasks Guidelines

- Prepare Day's Plan & update diary.
- Supervisor & field sales team day's plan & requirement
- E mail reply Customer Follow up for Enquiries (Key accounts) & Payment.
- Reconfirm appointment from customers. Field visit to customers, Customer MOM.
- Check order booking, dispatch & payment status, Check emails & reply.
- Preparation for next day visits
- Reports Updates
- MOM- Customer Visit

## Weekly Important Task & Guidelines.

- Online Meeting Monday Morning (Present Status)

## Monthly Important Tasks Guidelines.

- Review last month's sales & Analysis / prepare KPI sheets.
- Expenses Claim (Account Settlement)
- Customer Overdue Collection.

## Caution List & Area Owner

Plan tours for optimum utilization of budgets & get Tour plan approved from Supervisor.  
Take Appointment from customer before visit. No false / impossible commitments with customers.

## Job Training Check Points

- ISO, Sales & Marketing Manual, CRM Manual, SAP
- Knowledge & understanding on all product regulatory requirements including ISI, NIOSH, CE.
- Product Training, Field visit training, communication retraining
- Conducting awareness program & presentation

## Competencies

- A bachelor's degree, preferred with advanced degree in Marketing or Business (MBA)
- Well-rounded marketing or business development with 5-6 years of selling experience.
- Excellent CRM expertise proficient to negotiate & close customer enquiries.
- Vendor relationships & Consumer (end-users) Behaviour Strategies.
- Advanced Pricing Strategies, Fair competitor knowledge
- Market Research
- Advanced Business Planning skills
- Understanding of changing market dynamics
- Proficient in execution of SPANCO process and demonstrate new account/business creation & sustaining existing accounts.
- Should be familiar with products and standards.
- Critical for field success 1. Discipline, Punctual 2. Values-Dedication 3. 80/20 rule follow 4. Follow-Up 5. Practise FAB-SKILLS
- Planning, Organizing and Monitoring skills
- Demonstrated ability to lead and inspire a team.
- Good interpersonal skills
- Problem Solving, should be quick responsive to customer.
- Good Presentation skills, Verbal & Non-Verbal communication
- Based in virtual office locations & willing to travel.

Key Performance Indicators (KPI)	Weightage	Target
Enquiry to Order ratio (Hit ratio)	35 %	
Sales forecast Accuracy	20 %	
Number of important customers (End-user) created (Above 10 L/Months)	30 %	
Conduct Training to End-user. Number of testimonials received from customers	10 %	
Overdue More than 30 Days.	15 %	

Key Performance Target (KPT)	Weightage	Target
Sales Volume	50 %	
Gross Margin	50 %	