

Job Title: Customer Account Manager
Operational Area: Sales



My job contributes to the success of Windsor Telecom by helping to identify new business, generate new revenue, and educating potential customers in the use of products and services to maximise sales opportunities.

Team: Sales
Responsible to: Sales Manager
Responsible for: N/A

Job Overview

To increase new business revenue by acting as primary business contact for existing customers and ensuring high standards of service at all times. Educate and guide customers in usage and range of products and services to maximise sales opportunities and following up on lead generation campaigns and promoting and upholding Windsor Telecom’s commitment to continuous improvement at all times.

Key Responsibilities

- To actively seek out new business opportunities within your customer base
- To meet/exceed monthly KPI’s
- To improve customer retention levels within your base
- To develop and build relationships with clients to encourage new and repeat business opportunities which contribute to Windsor Telecom’s bottom line.
- To educate clients on products and services and use of, and effectively promote and communicate all new sales initiatives.
- To enter all client notes/details/profiles on Windsor Information Management System to assist with targeted marketing campaigns.
- To initiate new and updated contract administration in conjunction with internal departments.
- To support the customer through the entire sales process, in regards to contracts and payments.
- To regularly and consistently seek customer feedback to help Windsor develop and improve products and services.
- To provide cover for other Customer Account Managers in their absence to maintain continuity of service to customers.
- To actively promote and encourage interest in Windsor Telecom’s referral scheme wherever possible.
- To maintain awareness of our competitors and position in our marketplace, pursuing all opportunities for growth.

| Windsor Core Competencies | Windsor Job Specific Competencies (as agreed with line manager) |
|----------------------------------|--|
| Values and Customer Focus | Relationship Building |
| Continuous Improvement | Account Management |
| Achieving Results | Computer literacy |
| Working Together | Communication style /telephone technique |
| Managing Self | Emotional Intelligence |
| Commercial Awareness | Verbal reasoning |
| Leadership & Management | Numerical ability |

Qualifications required: Secondary School or A level standard.

Experience required:

Track record of working in fast paced B2B sales/revenue generating role and working to monthly targets.
Demonstratable experience of successful account management.
Strong closing skills.
Solution selling.
Excellent interpersonal and communication skills, able to communicate with people at all levels.
Computer literate: Microsoft, Excel, CRM/ database and competent web user.

Suitable for someone who:

Is an initiative taker with an enthusiastic personality, passion for sales and enjoys talking to people. Flexible to work demands and works well within a team environment. Has a positive ‘can-do’ attitude and bounces back from set-backs. Is willing to support others and share information. Is accountable for their own actions and handles deadline pressures well. Likes closing a deal, can quickly assimilate facts to tailor sales pitch to suit audience and secure the business.

Not suitable for someone who: displays a poor attention to detail, doesn’t deal well with rejection, or front line negotiation, is a poor communicator, doesn’t like to work as part of a team.

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