



## **ZEN INTERNET PERSON SPECIFICATION**

### **JOB ROLE: Major Account Manager**

As Major Account Manager you will be responsible for managing a portfolio of existing customer accounts as well as identifying opportunities with new customers to increase business. Success will be based on forming strong relationships with key decision makers, providing sound information and advice about Zen's products and services and ensure the customer purchases the right solution.

### **Revenue Generation & Retention**

- To maximise the revenue potential against targets for an assigned set of accounts
- Provide effective account management to all accounts. The amount of time spend should be based on effort versus contribution and specific emphasis should be placed on identifying and nurturing accounts which have measurable growth potential
  - Build strong co operative and interdependent relationships with each account by: Building professional relationships based on trust, establishing the customers needs/level of interest in Zen, having regular and effective communication and negotiating and persuading
- Produce a monthly forecast which includes retaining current business
- Maximise revenue per unit sale whilst adhering to Zen's sales principles.
- Develop existing accounts to generate additional revenue by offering information on other Zen products and services.

### **Prospect for New Business**

- Participate in seminars and presentations to new customers offering Zen as the preferred business solution.
- Develop strong working relationships with end user influencers and potential third party associates where there is mutual benefit or an opportunity to develop sales leads. e.g. Business Link

### **Strategic Planning**

- Take personal responsibility to build and maintain industry and competitor knowledge
- Acquire competitor information (internally for product teams as well as through your own 'on the ground' research) on products, pricing, marketing, performance issues use this to refine new business pitches and to update product teams internally developments in our market

### **Pipeline & Forecasting**

- Must be experienced in accurate forecasting methods i.e. Scotsman
- Must report on activity and forecast on a weekly basis to the Sales manager
- Must ensure all internal systems are up to date with the account activity
- Must be a focused pipeline and business builder
- Must achieve targets such as :- Revenue, retention and meetings

## PERSON SPECIFICATION: SALES ACCOUNT MANAGER

	ESSENTIAL REQUIREMENT	DESIRABLE REQUIREMENT
<b>QUALIFICATIONS and EXPERIENCE</b>	Minimum 2 years sales experience – including a track record in achieving/exceeding sales targets via both new business and account management.	
	Sound knowledge of Zen’s products and services	
	Experience of representing the company during meetings with current and prospective customers	
	Able to influence key decision makers	
<b>SKILLS REQUIRED</b>	Excellent interpersonal skills and the ability to communicate effectively at all levels	Experience of delivering presentations
	Confident, assertive but professional style in all internal/external dealings.	
	Ability to analyse customer needs and recommend solutions which meet the needs of the organisation	
	Technical aptitude – able to quickly learn and understand new products	
	Excellent organisational skills	
	Excellent time management skills – experience of managing own time / prioritising workload	
<b>DISPOSITION/ MOTIVATION</b>	Ability to deal with difficult clients/situations in patient & friendly manner.	
	Willing to travel and spend time away from home	
	Clear demonstration of an interest in Internet technologies.	
<b>OTHER</b>	Eligible to work in the UK. Full UK driving licence	

**Salary:** Up to £30,000 + £8k OTE, plus car plus Benefits

- Benefits:**
- Salary reviewed every 6 months
  - Investment in training
  - Optional Group Pension Plan with employer contributions
  - Optional opportunity to join a Medicash scheme at Corporate discounted rates
  - 22 days annual leave, rising to a maximum of 28 days – dependent upon service
  - Free Home Broadband Account; and Discounted Products and Services
  - Free car parking

- Discretionary annual bonus, payable in December, dependent upon company performance
- Notice Period: one month