

Strategic Account Manager

Reports to: VP National Accounts

Date: October 12, 2016

Department: Sales

Approved: _____

Job Summary: Strategic Account Manager has primary accountability for the client relationship and results at identified strategic accounts nationwide. The Strategic Account Manager is responsible for over \$2M in revenue.

Essential Functions:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Determine strategy to manage strategic accounts and sets objectives to achieve results
- Interact and communicate with strategic clients on a regular basis to determine changing needs
- Conduct market analysis and research the factors impacting the strategic account buying decisions
- Attend National and Regional shows as a brand ambassador representative of our company and brands.
- Determine the pricing structure for strategic accounts
- Manage conflict and negotiate sales discussions
- Collaborate with TSM's to ensure national campaigns, promotions, and initiatives are socialized at the office level
- Follow-up on missing or delayed shipments and works with internal employees to correct errors
- Work with Accounting as necessary to resolve billing and/or invoicing issues
- Report account problems to VP National Accounts
- Research and respond to order status inquiries, inventory and lead time inquiries and expedite requests, sample requests and pricing/quote requests
- Interact with strategic accounts by phone, email and in-person
- Accurately and timely input necessary information; leads, contacts, accounts, calls, quotes, emails, contact lists, etc. into Salesforce CRM
- Ensure collateral requests, sales kits and promotional material are accurately and timely delivered to strategic accounts
- Generate and create reports ad hoc and on a regular basis
- Establish high level customer relationship/intimacy
- Thoroughly understand the customer selling process
- Implement annual budget for strategic accounts including targeted growth at existing accounts as well as prospective key accounts
- Over 50% travel required
- Set and accomplish quarterly ROCKS per the TRACTION model
- Contribute to the successful completion of Department and Corporate quarterly ROCKS, where applicable
- All other duties as assigned by supervisor

Skills/Experience Required

- Bachelor's degree in business or equivalent

- Demonstrated ability to develop high level customer relationships with a proven track record of excellent management and growth of major accounts
- 5+ years of experience with three of which are involved with strategic customer accounts
- Excellent negotiation skills
- Excellent customer relationship management
- Project management skills
- Demonstrated business acumen
- Ability to recognize customer needs and emerging trends
- Excellent verbal and written communication skills
- Solid presentation skills
- Strong Microsoft Word, Excel and Power Point skills

Physical Demands and Work Environment:

While performing the duties of this job, the employee is regularly required to sit for long periods of time; talk or hear; perform fine motor, hand and finger skills in the use of a keyboard, telephone, or writing. The employee is frequently required to stand; walk; and reach with arms and/or hands. Specific vision abilities include close vision, distance vision, depth perception and the ability to adjust focus. The employee will spend their time in an office environment with a quiet to moderate noise level.

Necessary Attributes:

Must possess our Core Values: Passion for Excellence, Accountability, Respect, Innovation, Teamwork and Integrity