

# JOB SPECIFICATION

Job description : Sales & Accounts Manager  
Reporting to : Sales Manager and VP Sales

## Basic job description

The proactive management of existing Customer relationships, as well as the growth of existing and - new business, through the development of long-term contractual relationships, in line with the agreed corporate business model.  
The Sales Job does not end with the order. It is vital that the Sales Manager follows the order through the whole process.

## DETAILED TASKS

### External

- Proactively manage the customer relationship thereby fostering the development of long-term relationships
- Management of customer specific initiatives or sales drives
- Meeting with customer on a regular basis - "face time" with the customer. Ensure that market intelligence is obtained and customer is satisfied.
- Implement strategies and actions for new growth opportunities
- Obtain Competitor Intelligence information to support own Company strategic initiatives
- Investigate and develop initiatives to increase the customer spend, supported by the Company product strategy
- Develop initiatives with key customers in order to cement relationships, and find ways to increase interdependency
- Acquire new customers
- Perform constant market analysis, and support clients in developing new products with / for them
- Show and discuss weaknesses of your client in order to improve efficient delivery and relationship
- Walk with open eyes, i.e. constant comparison and analysis of consumer products on the market
- Travel to customers outside of the UK, may be required.

### Internal

- The completion of monthly call reports
- Updating of the "rolling wave" 6-month sales forecast.
- Implementation of all price changes when needed
- Ensuring that the Sales co-ordinator is aware of any price changes agreed to
- Agreeing of monthly, quarterly and annual sales targets by products and

- customer segment (as per agreed Budget)
- Gaining approval for new product – or new customer transactions prior to committing the company thereto
- Monthly statistical review of customer accounts in terms of orders placed, sales targets and profitability
- Development and implementation of detailed sales strategy for new markets
- Communicating with head office on a regular basis via Zoom or Microsoft meeting / attending sales meetings
- Documenting and sharing information regarding customer visits to ensure all in the team are involved to give best possible support to customer
- Keep running report of orders received / order on hand etc.
- Maintain a project list with status updates
- Collaboration with the development of a new product with all relevant parties

Ad hoc tasks

**Requirements:**

- Experience in the packaging industry preferred
- Strong sales skills
- Ability to deal with diverse cultures and skills levels
- Numeracy and literacy
- Proficient computer usage
- Good communication and writing skills
- Strong key account management sales experience
- Good grasp of technical product issues
- Strong technical product knowledge
- Ability to negotiate and close deals
- Ability to address quality issues