

**DEPARTMENT:**

UK Sales

JOB TITLE:

JSP Key Account Manager – North of England

JOB PURPOSE:

To support and develop both current and new business opportunities across all industries within (but not excluded to) a given territory. Driven through the UK distribution network and with a particular focus in gaining large end user specification for purpose of achieving the company's agreed annual sales, margin and budget expectations.

KEY RESPONSIBILITIES:

- Implement a business plan for the regional territory, linked to corporate sales strategies and convert this into profitable business performance.
- Translate the value and service proposition for all accounts into a practical implementation plan specific to the territory and ensure its achievement.
- Be responsible for the regional development and achievement of sales through the customer /distribution sales channel
- Provide account management for nominated regional accounts, which will include implementation of the development plan.
- Use first class consultative sales skills. Good understanding of Features and Benefits.
- Identify and create a strong loyal relationship with all decision makers.
- Be aware of and report on all competitor activities within major accounts
- Work with the Sales, Key Account and Product Specialist Directors, Identify and target opportunities to drive and gain product specification within specific end users.
- Monitor the regions sales activities and ensure actions appropriate to the territory are taken to rectify any gaps between agreed and actual performance.
- Fully support and use, by log, follow up and action all required activities via the JSP CRM system.
- Provide management with required reports, information and feedback to contribute to the effective strategic planning, budgeting and performance management of the business in agreed formats and within agreed timeframes.

KEY SKILLS:

- The ability to communicate and influence people at all levels.
- Deal with customer telephone enquiries regarding pricing, quotes etc.
- Following up on web site leads and enquiries from both customers and end users.
- Calling on and driving both customers and end users with current / new products and promotions, offers etc.
- Adopts a methodical approach to work, and delivers on time without being chased.
- Be able to communicate clearly, both written and in speech.
- Work accurately and with the eye for detail



- Be able to use the company's automated information / CRM systems to analyse the customer's situation and offer and drive appropriate solutions.
- Able to effectively use a full range of communication tools and techniques, building and using presentations and media effectively.
- Seeks out better ways of doing things - recommends improvements in team operations.
- Be flexible and a real team player with a pleasant and friendly style.
- Be an outstanding role model for junior team members, taking the time to guide and mentor.
- Be willing to build a long-term relationship with the customer (not a "job-hopper")
- Be a support for work colleagues within the department and general business (Making visits, taking phone calls and other administrative tasks when required)
- Always promoting JSP as a company at all times both with distributors and end users.

LINE MANAGER:

UK Sales Director