

PERFORMANCE PROFILE**NATIONAL ACCOUNT MANAGER**

Function: Sales - Retail

Location: Field Based

Mission

The national account manager's role is to lead the relationship with some of the company's most strategically important accounts. Through your leadership you will drive an increase in market share and profitability, aligned to the commercial and brand strategies of the company. Ensuring delivery of our mission – "excellent execution to the point of purchase".

To achieve this you will be highly motivated, commercially astute and with fantastic interpersonal skills represent category leading brands with excellent execution, keeping pace with a rapidly evolving marketplace and anticipating future trends.

You will have a value added approach to sales and be driven to deliver success in this hugely influential area of our business.

Key Responsibilities

Lead the management of your customer relationships, maximising opportunities for the joint benefit of Edrington Beam Suntory and our customers and take ownership for the delivery of financial and brand objectives.

Always considering our guiding principle – customers at the heart of all we do.

Account Management

- Undertake account analysis programmes and continuously monitor the performance of your accounts and identify and exploit future opportunities
- Work with category development and customer marketing teams to develop, implement and maintain strategic and bespoke account plans in line with our category vision
- Create and implement joint business plans with your accounts to achieve the objectives of both Edrington Beam Suntory and the customer
- Actively and robustly assess and manage the forecast for your accounts, ensuring risks are minimised and opportunities maximised
- Achieve agreed targets on distribution, availability, volume, value, activation and market share within your accounts

Relationship Management

- Hold regular customer performance reviews and evaluate effectiveness to ensure delivery of objectives
- Live and breathe your customers
- Develop appropriate key contact strategy and matrix and deploy this to maximum effect across all accounts
- Raise the profile of the customer internally and ensure their objectives are clearly communicated to all key stakeholders
- Leverage support from customers salesforce to ensure best coverage of our brands within key city customers and out of town areas
- Act as the champion for your customer and develop relationships with key internal colleagues ensuring cross-functional teamwork to help deliver success

Systems & Administration

- Report monthly on successes, challenges and competitor activity and utilise all available data sources to gain insight on your accounts and adapt your approach accordingly
- Constantly analyse all available data and insights (including competitor and market trends) and use them appropriately for effective management and delivery of all objectives
- Ensure all forecasts and actuals are submitted and updated accurately and on time via Hyperion
- Maintain accurate account files and manage the trade promotion and accrual process for your accounts
- Accurately record and maintain reporting systems ensuring all relevant data is captured, monitored and utilised
- Debt to be managed effectively and risk maintained at zero level
- Ensure all company processes are understood and actioned to achieve excellence in execution

Training and Education

- Inspire and engage customers through brand and category training in line with our category vision
- Be confident to support the brand education team with the training of your customers

Knowledge, Skills and Experience

- Customer focused
- Experience of a fast-paced sales environment
- Effective negotiation style
- Strong analytical skills and commercial awareness
- Robust financial proficiency
- Strong administrative and organisational skills
- High level of computer literacy
- Education to degree level is highly advantageous
- Regular travel to Head Office will be required within this role
- Hours may vary so a flexible schedule is required

Behaviours

Edrington Beam Suntory has five values - Be Real, Be Curious, Be Brave, Be Together and Be Driven - and we want all our employees to be the embodiment of those values.

- Self-starter with passion and ambition
- Solution orientated and 'can do' attitude
- Willingness to take ownership and demonstrate leadership within their areas of responsibility.
- Positive attitude and work ethic
- Customer champion
- Possess a high level of emotional intelligence
- Strong leadership skills