

## Job Description : Key Accounts Manager

**Job Title:** Key Accounts Manager

**Reporting to:** Major Accounts Sales Manager

**Context:** Due to continued growth within the National Accounts Team, the business has recognised the need for an additional Key Accounts Manager to enable the delivery of company objectives within National Accounts.

**Purpose of Job:** To acquire, develop and support new and existing key accounts. To conduct high level negotiations and strategic solutions selling to assigned strategic key accounts in order to promote the CDA brand and products. To act as the liaison between CDA and its key accounts in the UK.

**Hours of work:** Normal hours of work are from 8:30 am to 5:00 pm Monday to Friday. However, you may be required to work flexibly around these core hours as necessary in order to meet the demands of the business.

### Main Responsibilities:

- Develop new business and increase existing business.
- Build, maintain and secure long-term business relationships with CDA's key customers.
- Maximise sales performance of designated accounts.
- Achieve weekly targets in relation to sales and sales calls.
- Identify opportunities to maximise profitability by managing product mix.
- Develop a comprehensive understanding of the sector, keeping up-to-date with market trends and advising the Major Accounts Sales Manager of developments by competitors.
- Take the necessary action to resolve any problems and queries.
- Present the CDA value proposition directly to customers.
- Respond to tenders and requests for information in a timely manner.
- Manage and maintain up-to-date sales administration using CRM software.



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### Key Skills / Attributes:

- Motivated and driven.
- Business focused and aware.
- Excellent communication skills, written, verbal and presentational.
- Proficient in Word, Excel and PowerPoint.
- Proven success in a similar role.
- Confident negotiator with ability to “close the deal”.
- Ability to self manage own workload to tight deadlines, including balancing, planning and organising multiple tasks simultaneously.
- Adaptable and flexible.

### Additional Information:

- This is a nationwide role which will require regular overnight stays.
- Clean driving license preferred, though not essential.
- Knowledge and experience in the kitchen appliance industry would be beneficial, though not essential.

