

Job Title:	National Account Executive	Job Band:	Band 4
Reporting to:	Head of National Sales	Size of Team:	
Direct Reports:	0		

The role plays a leading part in delivering sales growth to meet the annual financial targets of the Sales & Customer Services directorate of Workplace Training & St John Ambulance Supplies. The key objective is to build long term sustainable relationships face to face with major customers and to develop existing customers to drive growth and achieve sales revenue targets in both First Aid and Health & Safety markets for both training products/supplies. (NAE Reseller Domestic and International will be just Supplies). In addition, the post holder will identify and win new customers through targeting high profile corporate prospects for training and supplies from both commercial and public sectors throughout the territory. To plan & successfully roll out new products/systems prioritising customers as required as these come to market.

## Key Responsibilities

- Proactively maintain and build positive relationships resulting in St John Ambulance being the preferred supplier of first aid and health & safety products and services, including preparing and conducting business reviews, making presentations, undertaking relationship reviews, responding to customer issues and proactively developing relationships
- To grow the business with Major Accounts responding to pre-qualification questionnaires, submitting bids/proposals, preparing tenders, proposals for additional services, up-selling and cross-selling, leading tender vets/bid teams, and identifying all opportunities to improve and widen services to the customers in line with business strategy.
- Contribute to the overall achievement of the face to face team for both workplace training revenue and also St John Ambulance supplies. Win and build new major accounts in line with the prospect strategy plus retain and grow the existing customer base by identifying upsell opportunities. Achieve or exceed targeted revenue for training & or supplies and also ensure the customer experience is in line with agreed targets, in terms of quality and frequency of contact.
- Establish and implement contact plans for all major accounts, including elements such as face to face visits, phone calls, structured and less formal visits, customer satisfaction reviews, etc.
- Build strong relationships with key decision makers and influencers at each organisation, resulting in revenue protection and growth. Harness and maximise SJA brand strength including collaborative selling alongside other departments /teams.
- Maintain a thorough understanding of the major accounts' activities relating to SJA and their key issues, able to respond confidently to requests for information, contribute effectively to reviews and to identify and use the levers and opportunities to drive business growth. In addition, maintain detailed knowledge of the training courses & SJAS products offered.
- Contribute to, and lead where appropriate, the development and implementation of strategies and projects to leverage the potential of major accounts, current and future, including nurturing wider relationships.
- Provide daily and weekly feedback on activity including proposed diary for coming week, sales and business contacts made to the Head of Sales (face to face)
- Work as necessary with colleagues in telephony sales, customer service and the marketing teams, such as to progress relevant opportunities uncovered, actively proposing and contributing to initiatives relevant for major accounts and to take over accounts which warrant face to face management.
- Assist with the maintenance of the customer database, ensuring all customer contact details are kept up to date.
- Maintain internal and external relationships that meet the organisations core values
- Perform any other duties commensurate with these responsibilities, the band of the post and skills and qualifications of the post-holder

## You will

- Have willingness to learn and adapt new skills
- Have the ability to deliver results on your own initiative and as part of a team
- Have a good working ethos; punctual and reliable



## BE PART OF A LIFE SAVING TEAM



## ABOUT YOU

### Person specification

This is a specification of the experience, skills etc. that are required to effectively carry out the duties and responsibilities of the post (as outlined in the job description) and forms the basis for selection.

Requirements	Essential	Desirable
<b>Education and Qualifications</b>		
Educated to GCSE level or equivalent (Grade C) inc Maths & English	✓	✓
Further/higher education		✓
Relevant sales or business qualification		✓
<b>Experience</b>		
Experience of building rapport & developing sustainable relationships in a B2B environment with major corporate customers.	✓	
Demonstrate experience to win, retain and grow new customers in a face to face environment.	✓	
Demonstrate customer focus through ability to listen and respond to customers providing a quality service	✓	
Experience and/or interest to work within the charity sector		✓
<b>Skills, knowledge and abilities</b>		
Excellent interpersonal skills with ability to communicate effectively at all levels	✓	
Ability to use Microsoft® applications at intermediate level	✓	
Excellent verbal and written communication skills, including making presentations	✓	
Ability to plan & organise effectively	✓	
Knowledge of St John Ambulance products and services		✓

This job description is intended as an outline indicator of general areas of activity and will be amended in light of the changing needs of St John Ambulance. It is expected that the post holder will be as positive and flexible as possible in using this document as a framework.

Initials: CH

Date of preparation: 08/2017