



## JOB/PERSON SPECIFICATION

**JOB TITLE:** Key Account Manager, Visual Solutions

**REPORTS TO:** Sales Manager (Visual Solutions UK)

**DEPARTMENT:** IS (Visual Solutions)

**LOCATION:** Primarily Field Based

### KEY RELATIONSHIPS:

Resellers / Distributors, Sales Management, Marketing Communications, Sales Colleagues, DLO's, Credit Control, Product Management.

### MAIN PURPOSE OF JOB

Create strategies and tactical plans to grow the Visual Solutions business via resellers and distribution partners, meeting revenue and profit targets.

### KEY RESPONSIBILITIES

- Develop and Implement the long term business strategy through agreed sales channels to achieve sales and profit targets.
- Provide support to the dealer/distributor by way of sales promotions, marketing initiatives and training.
- Broaden the business opportunities by investigating and developing as appropriate, all options for route to market.
- Leverage partnerships pro-actively, both current and new.
- Consider marketing/ creative ideas and suggestions for improvement of account performance using budget funds efficiently.
- Present activity and performance results at sales meetings. To contribute towards accurate demand PSI and sales revenue forecasting.
- Collate competitor activity and feedback to the sales manager and business as required.
- Develop and maintain a consistent and thorough understanding of product and industry knowledge to ensure a consistently high level of representation with in the account and prospect bases.
- Quickly and accurately complete all administration requests as specified by manager/ head office. Constantly monitor performance against unit and revenue targets. To complete any other duties as they become relevant or as requested.
- Work with peers within visual solutions Europe and other parts of Sharp to ensure the growth and success of the business, including contributing ideas and sharing knowledge and experiences.
- To represent the company at industry events, shows and exhibitions.

## **PERSON SPECIFICATION**

### **Experience/Qualifications**

- Minimum of 5 years sales experience in B to B and a deep Knowledge of professional electronics equipment, preferably display products.
- A proven track record of sales and managing individual accounts. Experience of selling to resellers, system integrators and distributors.
- Track record of achieving budget and demonstrating good business acumen and strong financial skills.
- Good Standard of PC literacy.
- Good communication skills in all aspects – verbal and written skills
- Excellent presentation skills to all levels
- Relationship builder, able to win the trust and respect of all internal and external customers. Ability to develop existing and potential accounts

### **Behaviours**

- High energy, passion, a high intellect and a constant will to win
- Excellent interpersonal skills, particularly in terms of persuasion, negotiation and relationship brokering
- Excellent communicator who is able to operate at all levels within an end user environment.
- Self starter, creative problem solver who is results focussed
- Quick learner who is keen to become involved in the real business issues not just surface level sales issues
- Be performance driven with the ability to implement this culture within the team
- Be able to balance short term actions in the context of the strategic growth of the company.
- Able to plan and organise themselves effectively
- Be adaptable and open to change.
- Flexible “can-do” approach
- Acts consistently in line with organisational values
- Builds wide and effective network of contacts inside and outside the organization