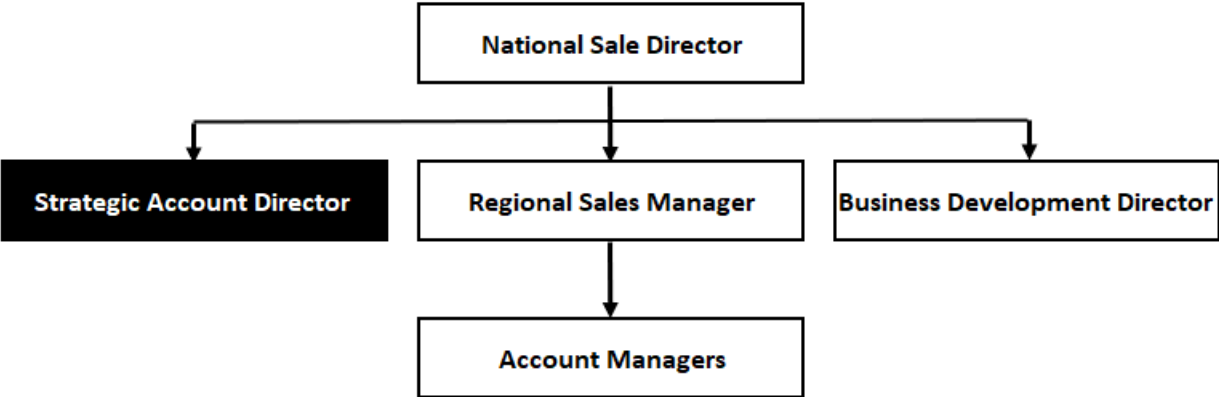




## Job Description / Specification

<b>Job Title:</b> <b>Reporting to:</b> <b>Department:</b>	<b>Strategic Account Director</b>
	<b>National Sales Director</b>
	<b>Sales</b>

## Organisational Structure



## Purpose of the Position

To lead and grow a portfolio of strategic accounts towards stated client and company objectives ensuring retention and satisfaction.

Taking accountability for the communication of the business key messages including sustainability and product information coupled with project updates, obtaining support from key influencers within the decision-making cycle.

## Key Responsibilities

- Collaborate with Marketing Director, Commercial Director, and Regional Sales Managers to maintain accurate project forecasts, meet client objectives, and hit business and account goals.
- Proactively engage with selected key customers including Builders, M&E contractors, specifiers developers and users.
- Confidently present Whitecroft value propositions through the most effective means i.e., face to face, virtually
- Be and ambassador in promoting the companies' sustainability and service propositions with all project stakeholders and help create unique defensible specifications.
- Implement thorough pipeline engagement with our strategic partners.
- Proactively engaging with the UK sales force to align their activities with those of our strategic customers to help maximise profitable sales revenue.
- Keep senior management apprised of key client opportunities, potential risks and other key nuances which affect the health of the business.
- Prepares and presents annual financial plans.
- Generate KPI details and performance metrics to ensure the business and S.A's have vision of the line of trajectory.
- Proactively obtain updated information from strategic customers including market trends and insights to provide information that will help the company develop future product and marketing strategy.
- Attend professional exhibitions, Supply Chain meetings, Supply Chain School etc.
- Champion regional engagement.
- Contributes to Linked in, Workplace, Regional Sales Meetings, training forums and/or task forces.

<b>Specific Skill Requirements</b>		
	<b>Essential</b>	<b>Desirable</b>
<b>Education / Technical Skills</b>	<ul style="list-style-type: none"> <li>• Previous experience gained from a National Account position, with B2B relationships.</li> <li>• Intimate knowledge of the Construction Industry and the hierarchy.</li> <li>• Demonstration of current positive relationships with construction industry senior stakeholders.</li> <li>• Proven track record of achieving and exceeding targets</li> <li>• Ability to build a sustainable business network</li> <li>• Demonstration of sales success through collaborative working.</li> <li>• Analytical skills to create and use data sources to manage sales and customer behaviours and project pipelines.</li> <li>• Demonstrates strong business acumen with a passion to succeed and ability to make timely decisions.</li> <li>• Confident presenter of company, product/sustainability proposition and project specific requirements.</li> <li>• IT Literate</li> </ul>	
<b>Behaviour</b>	<ul style="list-style-type: none"> <li>• Ability to communicate in a clear, concise and confident manner both through written and verbal communication,</li> <li>• Ability to facilitate open communication.</li> <li>• Ability to demonstrate good interpersonal skills, quickly building strong lasting relationships with key internal and external stakeholders.</li> <li>• Plays an integral part of a team collaborating with internal stakeholders.</li> <li>• Is self-motivated and happy to work in a light touch environment.</li> <li>• Demonstrates a charismatic and persuasive approach to driving achievement of sales target.</li> <li>• Demonstrates a high level of resilience with the ability to stay focused and calm when under pressure.</li> <li>• Ability to collaborate with internal stake holders to promote the importance of strategic accounts.</li> </ul>	

**Written By:**

**Phillip Lever**

**Date: Feb 2023**