



Job Title:	Key Account Manager (KAM)
Reporting to:	Sales Director
Date:	June 2024

Job Purpose

- The role of the KAM is a senior field based, responsible for managing customers (M and K) and identifying ways to proactively upsell / cross-sell, becoming a value-added partner

About A-SAFE and the Role

A-SAFE is a rapidly growing and dynamic environment where open mindedness, curiosity and drive are important. As market leader, A-SAFE is determined to hold its position and create many opportunities for continued growth and development. We have a true global presence including USA, Japan, Australia, Europe and UAE.

We are known for our innovation and 'can-do' attitude. A place where talent can thrive and develop as we grow. We invented the first industrial strength polymer safety barrier, revolutionising workplace safety. We've been improving world standards ever since, introducing further advanced safety solutions, including next generation IOT safety devices like RackEye.

Global blue-chip companies use our products. Coca-Cola, BMW, Jaguar Land Rover, Amazon, Heathrow airport to name but a few.

At A-SAFE we put our values at the heart of the business.



We want you to be aligned to these and able to thrive in our company.

Key Responsibilities & Duties:

- Map customers and identify key stakeholders
- Take overall responsibility for upselling / cross selling with existing customer base within the designated customer base
- Conduct regular account management meetings with stakeholder to maintain strong customer relationships either face-to-face or online if necessary
- Identify appropriate solution for customer based on requirements and observations and pull together proposal for presentation
- Conduct follow-up meetings with customers to present proposals either face-to-face or online if necessary
- Make further recommendations where required in response to customer feedback
- Conduct face-to-face closing meetings

- Work collaboratively with NBDMs in closing handover phase for new category M and K customers
- Work collaboratively with SAMs and RAMs providing support where required across K and M customers
- Work collaboratively with CSM function to ensure seamless service level to customers
- Support with the development of members of the sales function
- Ensure all internal systems (CRM) and databases are updated in a timely and accurate manner
- Actively participate in internal and external meetings where attendance is required

Communications and Working Relationships

Your main contacts will include:

Internal:

- New Business Development Managers, Sales Development Executive and Market Development Executive
- Regional Accounts Managers and Customer Success Manager
- Technical Service Team

External:

- Existing Customers
- New customers

Scope of Impact

- The KAM will be a national role responsible for a defined customer bank, and will likely require significant domestic travel

Core Business Responsibilities

- Ensure that you, your colleagues and any visitors conduct selves with due regard to the Company's Health & Safety Policy, procedures and Safe Systems of Work when on site;
- Promote equality and diversity at all times while representing the Company;
- Undertake any additional reasonable task instructed by your Line Manager;
- Undertake any additional reasonable task instructed by a member of the Executive and Senior Management team;
- Adhere to all Company policies.

Knowledge, Skills & Experience (including professional qualifications and memberships):

Essential:

- A proven track record in a senior account developer sales role
- A proven track record of identifying key stakeholders and establishing strong working relationships
- The ability to overcome objections and identify solutions to help secure the sale, while remaining diplomatic and trustworthy at all times
- Strong prioritisation skills
- Exceptional communication and presentation skills (written and oral), with the ability to adjust style to the audience
- Working knowledge off CRM systems
- Excellent organisational and time management skills
- IT literate
- A proven track record of sales negotiations and closing deals
- Strong commercial awareness and proven success in delivering business objectives
- A full clean driving licence
- Relevant documentation to permit domestic travel

Desirable:

- A working knowledge of the new-build process
- Previous experience of the industry
- Experience of managing a team

Qualifications: