



PART OF CEUTA GROUP

### **Job Description**

**Position:** Key Account (Sector) Manager  
**Reporting to:** National Sales Manager  
**Direct Reports:** None  
**Location:** Field Based

#### **Primary Function:**

To manage and develop profitable business in specific pharmacy key accounts in line with company strategy and client requirements. To drive key account management principles through coaching Pharmacy Business Managers (PBM's) in selected territory accounts in order to develop the whole key account sector within the division.

#### **Key Responsibilities:**

- Achieve profitable sales growth in managed accounts in line with budgets and forecasts
- Development of account management skills and business growth in PBM field accounts
- Develop and execute full account plans in line with client and customer objectives and budgets
- Provide accurate and timely sales volume and value forecasts
- Ensure accurate and compliant budgetary systems are maintained
- Develop multi-level relationships with frequent and effective communication with all account contacts
- Maintain account records and communicate effectively with line manager and client, as appropriate
- Carry out any other reasonable instructions relative to the core job functions, as requested by the National Sales Manager

#### **Knowledge & Skills base:**

- Sound understanding of the key financial measures and analytical skills that drive effective performance
- PC literate – including good ability with; Word, Excel and PowerPoint and Outlook
- Good level of account management experience and commercial awareness
- Excellent communicator with the desire and adaptability to succeed
- Proven negotiation skills with track record of delivery of sales results
- Planned, focussed and organised approach
- Coaching and presentation skills.
- Develop and maintain knowledge of the Industry

#### **Key Performance Indicators:**

- Business development in account panel
- Sales Values and Volumes, Distribution, Detailing, Merchandising
- Development of Key account skill base with PBM's within field accounts
- Communication to line manager/s and clients
- Relationship building with customers and clients
- Development and implementation of effective account plans

*Job Description: KAM - 2018*