

# Regional Key Account Manager

## Job Specification

**Reports to:** Head of Key Accounts

**Region:** TBC

**Location:** The role is home based, and the successful candidate should be able to service the area.

**Responsible for:** Developing and implementing effective sales strategies to drive growth and expansion across existing sales pipeline with current companies and seek out new opportunities, primarily for Street Furniture, Canopies & Shelter and Cycle Storage product lines.

**Job Purpose:** To contribute to the ongoing growth of Bailey Street Furniture Group through the implementation of a successful sales process. To represent the company brand, whilst ensuring that best in class customer service is provided at all times.

## Key Accountabilities:

- Identify and target key influencers through architects, contractors, consultants and end user clients.
- Proactively promote excellent technical advice on design solutions and project guidance.
- Develop and maintain strong relationships with key decision makers and stakeholders at all levels.
- Provide expert technical guidance and support to the client, from pre-tender stage, the specification process and ultimately to securing the project.
- Remain up to date on industry trends, regulations and competitor movements in order to adapt and maintain a competitive edge in the market.
- Track and manage pipeline and opportunities ensuring timely follow-up and closure of specifications and key projects.
- Conduct CPD product presentations, demonstrations and training sessions for specifiers, contractors, Local Authorities & End User clients.
- Provide valuable market intelligence and customer feedback to help support marketing strategies.
- Attend company exhibitions and business events as required.
- Attendance at Monthly Sales meeting will be required at any of the two company locations.

## Key Performance Indicators

- Revenue/Sales Target.
- Conversion rate from specification to secured projects.
- CPD presentations.
- Market share growth.
- Internal and external stakeholder feedback.

## Summary of Sales Capabilities/Competencies:

- Ability to establish rapport, understand customer needs and maintain positive and productive relationships.
- Strong sales process and pipeline management skills.
- Ability to prospect effectively to source new business and opportunities (this will be supported with an internal resource).
- Strong negotiating skill to ensure mutually beneficial agreements are made.
- Excellent understanding of the Construction Supply Chain Cycle.

# Regional Key Account Manager

## Summary of Behavioural Capabilities/Competencies:

- Resilience and adaptability.
- Emotional intelligence.
- High levels of integrity.
- Self-starter with the motivation to succeed.
- Excellent planning, detail conscientious and organisational excellence.
- Prepared to take on additional challenges as and when they develop.
- Ability to build relationships with stakeholders at all levels.
- Comfortable working with external stakeholders.
- Capabilities relating to the management of multiple projects.

## Essential Professional Qualities

- Experience working in a similar position.
- Strong commercial acumen.
- Highly organised with an ability to manage multiple projects and work to deadlines.
- Experience within a commercial setting including project cost estimating, development planning and project delivery.
- Evidence of analytical problem-solving coupled with an understanding of market factors, construction concepts and stakeholder expectations.
- Experience of working with CRM systems.
- Competent with IT systems (MS Word, Excel and Outlook).
- Fosters effective long-term relationships.
- Plans, organises and delivers approved targets on time.

## Essential Personal Qualities

- High level of accuracy with good attention to detail.
- Highest personal demands and standards.
- Innovative and dynamic.
- Decisive and action orientated.
- Changes the views of others effectively for the goals of the business.
- Seen within the business as a positive force to drive the business forward.
- Gains the support of peers and customers to new ideas.
- An ability to be viewed by clients as a solutions provider and someone with whom they wish to do business.
- Gains commitment and trust to work in partnership with clients.

To apply for this role please send your CV and covering letter to : [hr@bsfg.co.uk](mailto:hr@bsfg.co.uk)