

JOB DESCRIPTION: Client Manager (Direct Sales)

| | | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-------------------|
| Framework | Sales | Salary | Market Related |
| Type of Contract | Permanent | Last Updated | Jan 2023 |
| Part time/Full Time | Full Time | Job Family | Client Management |
| Position Summary and Primary Objectives | The client manager has account responsibility and their key function is around analysing the client's situation and business requirements through awareness, empathy and good questioning. They have the ability to influence clients to use Client's' solutions through articulating value in the client's terms. | | |
| Key Roles and Responsibilities | <p>Take ownership of clients</p> <ul style="list-style-type: none"> • They take ownership of a range of accounts within the domestic, mid-market or international marketing segments, by passionately advocating the client requirement. Whilst keeping sight of the need to increase revenue and improve margins for the client. Ideally, client managers are vertically structured and their portfolio of accounts are in one or adjacent verticals. <p>Develop account strategy</p> <ul style="list-style-type: none"> • These employees use their engagement skills to establish their account strategy with key stakeholders (focus of power, focus of receptivity, focus of dissatisfaction) in the specific account. They build enduring relationships and display an understanding of client industry, business environment and strategy to identify current and future opportunities for the client. <p>Ensure client satisfaction</p> <ul style="list-style-type: none"> • They drive passionately for client satisfaction throughout the entire lifecycle of the clients' buying process, by taking ownership for the commercial agreement for each client. They aim to realise revenue and margin targets an exploit opportunities, whilst displaying notable client service orientation. | | |
| <p>Generate demand from clients</p> <ul style="list-style-type: none"> • They are able to generate demand by assisting clients to identify current needs (turning clients' implied needs into explicit needs), and then effectively articulate how the client can add value through our services and solutions. They leverage their relationship skills and knowledge of the client environment to assist and influence the client at every stage of the buying cycle, and to position the client favourably compared to competitors. They have the ability to influence and work closely with vendors, partners and internal employees such as Project Managers and Service Delivery Managers to achieve the required results. <p>Develop and grow profitability</p> <ul style="list-style-type: none"> • The client manager approaches the management of his/her account in a systematic way by identifying and defining strategy they will use to develop and grow the account profitably. <p>Vulnerability analysis</p> <ul style="list-style-type: none"> • They do a vulnerability analysis of the client position in comparison to that of competitors and vendors, to ensure the client's requirement is at the heart of our proposed solution. They understand the | | | |

competitive environment and can effectively pursue and select specific deals that will have a profitable result for the client, by displaying knowledge of how the client's opportunities aligns with the client strengths, the urgency drivers for the client and the client's current relationship with the client.

Effective use of sales tools and methodologies

- They use the clients sales tools and methodology to effectively manage their accounts, opportunities, pipelines and forecast.

Ensure governance

- Client managers develop and/or align governance and compliance policies in own practice area to identify and manage risk exposure liability. They asses, surface and mitigate buyer centric risk that could prove detrimental to the buyer's credibility or could derail an initiative altogether.

| | |
|--------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | <p>Ensure financial compliance</p> <ul style="list-style-type: none"> • These individuals monitor and control financial governance and compliance throughout an area of specialisation in order to manage financial cost. Client managers identify who in the client holds budget authority and actively pursue opportunities to obtain access to the budget. They aim to realise revenue and margin targets and to maximise sales opportunities through connecting client needs with the company's offerings and solutions. <p>Behavioural skills</p> <ul style="list-style-type: none"> • As corporate citizens, client managers can work effectively in teams and manage their assigned work processes. They contribute ideas to the improvement of internal processes and continuously improve their own competence levels by displaying a learning orientation. |
| <p>Skill Requirements</p> | <ul style="list-style-type: none"> • General Qualification in Sales (Degree/ Advanced Diploma) - advantageous • 4 – 6 years work experience • At least 2 years work experience in a sales environment |
| <p>Personal Attributes Required</p> | <p>In this position, you will be required to:</p> <ul style="list-style-type: none"> • Take ownership of a range of clients within the domestic, mid-market or international segments. • Build enduring relationships and display an understanding of the client industry, business environment and strategy to identify current and future opportunities for the client. • Drive passionately for client satisfaction throughout the entire lifecycle of the client's buying process, by taking ownership for the commercial agreement for each client. • Generate demand by assisting clients to identify current needs (turning clients' implied needs into explicit needs), and then effectively articulate how the client can add value through services and solutions. • Conduct a vulnerability analysis of the client's position in comparison to that of competitors and vendors, to ensure the client's requirement is at the heart of the proposed solution. • Use the client's sales tools and methodology to effectively manage accounts, opportunities, pipelines and forecast. • Able to work well in teams and work well independently • Display a learning orientation |

