

ROLE PROFILE: STRATEGIC ACCOUNT MANAGER

JOB HOLDER: NAME

REPORTING TO: HEAD OF ACCOUNT MANAGEMENT

DEPARTMENT: SALES

LOCATION: FIELD BASED

ROLE TYPE: FULL TIME, PERMANENT

GRADE: 5

JOB SUMMARY (DESCRIBE OVERALL PURPOSE OF JOB IN A FEW SENTENCES)

Reporting to the Head of Account Management you will be responsible for the development of client relationships and services within your portfolio of accounts.

Key responsibilities include the management of the strategic relationship between the business and the client and the achievement of targets maximising all income streams, including building share of wallet, whilst building long term strategic and sustainable relationships with all key stakeholders.

The role demands board level presentation skills and expertise in fleet management that will lead to KINTO becoming a true partner in Fleet strategy with the client.

KEY RESPONSIBILITIES (DETAIL KEY JOB DUTIES BELOW IN BULLET POINTS)

- Achieve sales targets, both in terms of units, margin and ancillary products contribution
- Identify and propose solutions to up sell KINTO product portfolio into the existing client base
- Identify opportunities to revise client pricing structures with a view to maximising revenue and gross profit
- Ensure all Toyota and Lexus product is highlighted to the customer base to ensure maximum product penetration
- Ensure all solutions recommended to customers are within the profit models, agreed by the Head of Account Management and Sales Director, and demonstrate sustainable account profitability
- Introduce a Strategic Account Plan to all customers and ensure progress is maintained and captured
- Ensure that all clients within portfolio are regularly updated on all new mobility products and initiatives from KINTO
- Support the Business Development team in new business opportunities where appropriate
- Coordinate and manage all customer related activity with internal function heads and colleagues, including customer visits and solution implementation
- Act as the Voice of the Customer within KINTO to ensure their requirements and feedback are represented and actioned appropriately through business improvement projects and initiatives
- Identify key internal relationships and utilise their experience in all activities. Utilise this experience, where required, in all customer facing environments. Work closely with the Operational Account Management team to ensure shared objectives are achieved
- Provide a consultative approach to the client in policy advice and development and share best practice across the team and client base
- Know and have relationships with all clients within your portfolio relevant to your role and have an understanding of how decisions are made within your portfolio
- Build relationships with all manufacturer contacts within your business environment, engaging with them on all networking opportunities, by attending relevant industry events

- Work collaboratively with third party suppliers to propose and deliver client solutions in line with the KINTO product offering
- Adhere to all requirements detailed within the Strategic Account Manager Minimum standards document
- Fully own and manage client renewal process, to include any review or change of financial modelling
- Understand the KINTO product portfolio and where it fits with the wider industry, sharing your knowledge with your business colleagues
- Develop business plan for your role responsibility and annual targets
- Preparation of weekly and monthly reports summarising activity and client satisfaction to Head of Account Management and Sales Director as required
- Ensure that you work with, and record all data where necessary on Sales Force/CRM as required
- Build strong effective internal relationships with all possible customer touch points, in particular with Operational Account Management team and Driver Support
- Reinforce the culture and values of KINTO through appropriate behaviours and actions
- Work with the KINTO Project Management team to deliver timely and robust new client implementation programmes
- Oversee the production of monthly client management information packs analysing data and identifying trends to provide meaningful consultative recommendations to meet client and/or KINTO business objectives

SUBORDINATES	Direct reports: N/A Indirect reports: N/A
SEGREGATION OF DUTIES	N/A
LEGAL REQUIREMENTS	To maintain an appropriate level of knowledge and competence in the finance and insurance products appropriate to the role, and to abide by the conduct rules, in accordance with the requirements of the Financial Conduct Authority (FCA).

KEY CONTACTS
<p>INTERNAL All KINTO employees</p> <p>EXTERNAL All business clients</p>

SKILLS AND EXPERIENCE	
ESSENTIAL (ESSENTIAL TO PERFORM THE ROLE)	DESIRABLE (USEFUL TO HAVE)
<ul style="list-style-type: none"> ▪ Proven experience as a Strategic Account Manager or Key Account Manager ▪ Achievement of targets in all areas of the business ▪ Proven track record of successful business-to-business sales in a high value service or sales environment ▪ Demonstrate ability to establish and maintain effective relationships with key stakeholders and clients ▪ Proven track record of up selling ▪ Demonstrate an in depth knowledge of the fleet industry and all associated products and services 	<ul style="list-style-type: none"> • Industry experience preferably within the Leasing or Fleet management arena • Experience within the mobility sector

<ul style="list-style-type: none"> ▪ Demonstrate a detailed knowledge of principles of fleet funding and management, finance and tax legislation ▪ Experienced with working with major manufacturers, the way they operate and support their product offering. ▪ Understand the life cycle of vehicles in a business environment. ▪ Good computer skills and proficient in Microsoft applications 	
KEY EDUCATION/QUALIFICATIONS RELEVANT FOR JOB ROLE	
<ul style="list-style-type: none"> ▪ English and Maths GCSE or equivalent 	

IDEAL PERSONAL ATTRIBUTES (NO MORE THAN 10 BULLET POINTS)
<ul style="list-style-type: none"> ▪ Ability to communicate effectively both verbal and written ▪ Strong strategic customer focus ▪ Natural self-starter with consultative approach ▪ Ability to prioritise workload ▪ Work without direct supervision and on own initiative ▪ Ability to negotiate at Senior board level ▪ Strong analytical, negotiation and problem solving skills

TOYOTA WAY COMPETENCY LEVELS

CHALLENGE – PERSEVERANCE	3	KAIZEN – DELIVERING INNOVATION AND CONTINUOUS IMPROVEMENT	3
GENCHI GENBUTSU – EFFECTIVE FACT FINDING AND ANALYSIS FOR PROBLEM SOLVING	3	RESPECT – DRIVING EFFECTIVE COMMUNICATION	3
TEAMWORK – MANAGING OWN AND OTHERS' PERFORMANCE	3		

This job description does not form part of the employee's contract of employment but is provided for guidance. The precise duties and responsibilities of any job may be expected to change over time and therefore this document may be amended from time to time in line with Company objectives.

JOB HOLDER:

SIGNATURE:

DATE:

LINE MANAGER:

SIGNATURE:

DATE:

Version	Drafted by	Date	Reviewed By	Date
1.0	Elaine Thomson	22/07/2020	Unknown	
2.0	Deb Brown	22/03/2021	Elaine Thomson	1/6/2021