

JOB DESCRIPTION

Job title:	Account Director
Location:	Aylesbury, Bucks
Reporting to:	NDI Sales Director/CCO
Direct Reports:	N

Role context and purpose:

The role of the account manager is to achieve sales targets by maximising business from existing and new customers/contacts. Promoting Red Helix effectively to enhance reputation for integrity and professionalism, whilst able to discuss Red Helix products, services and Red Helix value proposition with relevance to target customer, as well as proposing best value solutions and making best use of Company resources (Pre and post sales and Senior Management).

Key Responsibilities:

- Maximising sales revenue from territory/key accounts
- Understanding customer requirements/decision making process/forums and our key value add.
- Maximising margin with good selling.
- Good understanding of product configurations, options, and price list structure/policy.
- Keep customers up to date with product developments/sell across the board.
- Comprehensively updated monthly forecast in defined format with current/won/lost/dead qualified.
- Call reports as required by Outlook/CRM system.
- Update regularly contacts' CRM records to give accurate areas of contact interest/Red Helix activity.
- Keep clear track records of any account-specific special pricing arrangements.
- Monitor press/relevant websites/marketing briefs/news feeds
- Cold calling coupled with comprehensive territory planning/coverage.
- Follow-up and provide status/feedback on all sales leads.
- Log and report enhancement requests to relevant Product Manager and associated business potential.
- Provide detail of future requirements, standards development, legislative requirements, security threat environment and future test specifications to relevant Presales Manager.
- Provide competitive functionality and pricing feed-back to Pre-sales Manager when gained.
- Strategic and bridge planning.

Additional Responsibilities:

- Flexibility is required of all job holders to adjust responsibilities as required from time to time by their Line Manager/Director/CCO.
- The content and reporting lines detailed in this job description may be reviewed and changed from time to time to reflect organisational requirements.
- This list is not exhaustive but provides an indicator of likely tasks and responsibilities

Skills and Experience

Excellent Account Management skills.
 Maintaining commitment culture, "Do what you say you will" for customers.
 Effective sales process, organisation, and conversation.
 Gravitas, high integrity, high confidence, and excellent presentation skills.
 Ability to hold technical conversations.



- Listening skills.
- Interpersonal skills.
- Good product and application knowledge.
- Teamwork/communication skills and recognising the need for escalation and help.
- Business case skills/account planning.
- Sales skills/understanding of competition.
- Negotiation and closing skills.
- Excellent questioning skills.
- Understanding of sales methodologies e.g., MEDDPIC.
- Multitasking skills.
- Forecasting skills.
- Good working knowledge of all MS products.
- Regularly update CRM.
- Data collection and analysis skills.
- Qualifying customer interests.
- Market understanding.
- Confidence.
- Territory planning skills/planning ahead.
- Lead qualification skills.
- Innovation and creativity / market / technology / competition / knowledge / informed insight on where we can effectively add value/sell.
- Good technology and sensitivity to customer requests that may indicate a general market requirement/trend.
- Travel expected 75% away from work location.
- 5 Year+ of proven account management or other relevant experience.
- Demonstrated ability to communicate, present and influence credibly and effectively at all levels of the organisation, including executive and C-level.
- Experience in delivering client-focused solutions and services based on customer needs.
- Proven ability to manage multiple projects at a time while paying strict attention to detail.
- Excellent listening, negotiation, and presentation skills.
- Excellent verbal and written communications skills.

Person Specification:

Profile of ideal job holder, what is necessary to enable the job to be performed to the required standard

Education and Qualifications <i>GCSE, A level, degree, professional quals</i>	Essential <ul style="list-style-type: none"> • Minimum of 5 GCSEs or equivalent, two of which must be English and Maths • Minimum of 2 A Levels in English and Maths/ IT Technology
	Desirable <ul style="list-style-type: none"> • Degree in Information Technology
Experience	Essential <ul style="list-style-type: none"> • Utilising underpinning technologies in different user cases including cloud migration, security maturity and network performance • Understanding of networking technology including fibre networks, data centre networks, operator networks, and Software Defined Networks • Cyber security service trends and compliance requirements in enterprise organisations



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	<ul style="list-style-type: none">• Minimum 5 years' experience in a similar role in a client-facing commercial organisation• Comfortable working at all levels within a business• Strong commercial acumen
Competencies and Skills	<p>Essential</p> <ul style="list-style-type: none">• Passionate about delivering a great client experience• Excellent standard of written and spoken English• A solid understanding of the enterprise market and their needs as related to security and performance management• Ability to manage delivery of projects to successfully launch new products• A solid understanding of technology and services• An enthusiastic, driven, committed and flexible approach to work• Natural initiative and pro-activeness to their method of working• Keen to learn and continue to build on knowledge and experience• Be open to new ideas and have a positive outlook• Must be a team player but also able to work on own initiative with minimum supervision• High degree of accuracy and attention to detail• Ability to work well to deadlines and under pressure• Ability to think logically• Good problem-solving skills
Knowledge	<p>Essential</p> <ul style="list-style-type: none">• Knowledge of cyber security requirements and services in demand in this market• Knowledge of network performance and optimisation and services in demand in this market• Knowledge of best practice and application of technology-led services and solutions to resolve complex business issues for clients and prospects <p>Desirable</p> <ul style="list-style-type: none">• Understanding of enterprise, network operator or public sector markets and technology changes driving transformation in these sectors• Understanding of Service Provider environments