



JOB DESCRIPTION

Job Title	Key Account Manager
Job Holder	Click here to enter text.
Reports to	DGM – Sales (ELT)

1. Job Purpose

<ul style="list-style-type: none">- To oversee the relationships of the company with its most important clients- Be responsible for obtaining and maintaining long term key customers by comprehending their requirements.\- New Acquisitions / Hunting for new accounts- Post Sales Service end to end- Be apt in building strong relationships with strategic customers- Be the primary point of contact and build long-term relationships with customers.- Natural relationship builder with integrity, reliability and maturity.- Build & Drive the strategy for their respective vertical (across regions)

2. Dimensions

Financial:	As per the Annual Defined Targets
Staff:	- Click here to enter text.
Other:	Click here to enter text.

3. Principal Accountabilities

- Develop trust relationships with a portfolio of major clients to ensure they do not turn to competition
- Hunting for new accounts / New Acquisitions
- Farming of the old key accounts
- Retention of the key accounts
- Acquire a thorough understanding of key customer needs and requirements
- Expand the relationships with existing customers by continuously proposing solutions that meet their objectives
- Ensure the correct products and services are delivered to customers in a timely manner
- Serve as the link of communication between key customers and internal teams
- Resolve any issues and problems faced by customers and deal with complaints to maintain trust
- Play an integral part in generating new sales that will turn into long-lasting relationship
- Prepare regular reports of progress and forecasts to internal and external stakeholders using key account metrics
- Collaborating with internal departments to facilitate client need fulfillment.

Additional Duties

To carry out any other duties which may be reasonably expected of you by your immediate manager or a senior director.

Press Policies and Procedures

To abide by all Press policies and procedures, as detailed in your contract of employment and the Staff Handbook, e.g. Code of ethics, anti-bribery and corruption, Health and Safety, e-mail and Internet use and standards of behaviour.

4. Context

(a) Operating Environment:	Sales driven environment
(b) Framework & Boundaries:	Sales, Distributors, Marketing, ABC, Internal & External Audit, Operations, IT Governance, Ensuring Product Development at par with global standards, Sales distribution through the

	<p>distributor with highest ethical standards and governance. Example – structured term sheets & discount structure. Working with enabling functions such as customer service team.</p> <p>Effective promotions and marketing while following CUP governance structure and standards.</p> <p>Working with enabling services such as customer service etc</p>
(c) Organisation:	Please see the attachment

5. Relationships

(a) Subordinates:	<p>Frequent communication with reporting manager & immediate reportees if any.</p> <p>Periodic catch up sessions with direct reportees if any for support, motivation and conflict/issue resolutions.</p>
(b) Superior(s):	Click here to enter text.
(c) Other Contacts: <p style="padding-left: 20px;">Within the company</p> <p style="padding-left: 20px;">Outside the company</p>	<p>Maintaining a regular and close contact with cross functional teams</p> <p>Meeting clients , authors, industry peers and other stakeholders periodically. Conduct product workshops, meet key stakeholders and promoters, policy makers, administrators and key decision makers for print and digital products & services .</p>

6. Knowledge and Experience

<ul style="list-style-type: none"> • Proven experience as key account manager • Experience in sales and providing solutions based on customer needs • Strong communication and interpersonal skills with aptitude in building relationships with professionals of all organizational levels
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- Ability in problem-solving and negotiation
 - Excellent listening, negotiation and presentation skills.
 - Excellent time and project management skills. You're always looking to improve inefficient processes.
 - Expert at Microsoft Office Suite, Google Apps, Salesforce and help desk support software.
 - Demonstrated consultative selling skills, and focus on Account profitability.

7. Job Challenge(s):

- Fierce competition with comparable publishers in Corporate / Government Space
- After Sales Service in terms of technology challenges in Blended / digital products
- Change of management in the institutions
- Discount driven market leading to compromise on GMs and profitability
- CUP, is highly compliant and good governance organisation convincing customers to adhere to policies & processes to work with us within the new guidelines framework has presented few challenges.
- Meeting timelines for delivery and TAT's for service related issues

8. Additional Information:

Interested Applicants may send their resumes to Mr. Priyank Jha @ priha@cambridge.org