

People Management & Development
Job Role Profile

Doc No: JD 1
Revision: 1
Date: 22/04/21
Page: 1 of 3



Job Title:	Account Manager
Reports To:	Sales Manager
Direct Reports:	None

Job Purpose

The Account Manager is responsible for meeting the commercial objectives of their sales territory and the wider Anatune business goals.

Specific Responsibilities – Mandatory

- Manage sales territory opportunity pipeline in order to meet/exceed sales revenue & growth budgets as defined by annual operating plan.
- Implement a sales engagement process to diagnose business/scientific challenges and position Anatune's products and services as an effective solution that delivers a measurable return on investment.
- Create territory business development plan to define actions and timelines for new opportunity creation in support of meeting annual financial objectives. Monitor progress through GV and record new opportunities created, next action dates, outcomes and next steps.
- Utilise the technical expertise of the wider business team (Applications, Service, Admin and Marketing) and the Arch Sciences Group in order to facilitate opportunity progression.
- Update and maintain CRM records to allow for accurate weekly sales and orders forecasting.
- Record all sales activity in CRM weekly to ensure all customer interactions (visits, calls, demos etc) are captured to help facilitate plan management and future business planning.
- Plan and organise daily, weekly and monthly work schedule to ensure a balance of opportunity progression and business development.

Applicable to all roles:

- Compliance with all regulatory and Company requirements in relation to Quality, Health and Safety appropriate to role.
- Adhere to stated Company policies and procedures as detailed in the Staff Handbook.
- Engage in Continuous Professional Development (CPD) by participating in educational opportunities; reading/writing professional publications; maintaining personal networks; participating in professional organisations, delivering presentations at seminars and conferences.
- Undertake any additional duties as required by senior management in line with the level of the job.

KPI Areas/Measures of Performance*

**People Management & Development
Job Role Profile**

Doc No:	JD 1
Revision:	1
Date:	22/04/21
Page:	2 of 3



Refer to annual AOP for the company metrics reported to the sales manager that define the health of the business, will include (but not limited to) the following:

Growth/Financial

1. Territory Revenue – measured against monthly target
2. Territory Profitability (EBIDTA) – measured against monthly target
3. Territory Growth vs plan and prior year
4. Territory Growth for focus solutions against monthly and YTD targets

Innovation/thought leadership

1. LinkedIn/website/webinar standard click rates and commercial follow-up
2. Progress to Commercial & Marketing plans
3. Numbers of leads generated

Customer/commercial

1. Quote conversion rate
2. Pipeline progression
3. Forecast accuracy
4. Opportunity creation
5. Opportunity value

Experience & qualifications required

- Proven experience as a territory Account Manager for capital equipment sales
- Proven track record of increasing sales and revenue; field sales experience is preferred
- Ability to develop sales strategies and use performance KPIs
- Proficient in MS Office; familiarity with GV is a plus
- Excellent communication skills
- Excellent negotiation skills
- Problem-solving aptitude
- BSc/BA in Chemistry, Business, Marketing or a related field

Key Competencies*

**Level Required
Ranking**

Achieving Results	X
Analysing & Deciding	
Communication	
Customer Focus	X
Flexibility & Change	
Creativity & Innovation	
Leadership	
Managing Resources	
Influencing	X
Managing Relationships & Networking	
Developing self & others	
Commercial Awareness	X
Teamwork	
Planning & organising	X
Problem Solving	

*the above represent the most critical key competencies needed for the role.

I acknowledge that I have read the above role profile and understand that I am required to carry out the duties listed.

(Note: The duties and responsibilities outlined in this job description are not exhaustive and will be periodically reviewed and amended to support the objectives of the business).

**People Management & Development
Job Role Profile**

Doc No:	JD 1
Revision:	1
Date:	22/04/21
Page:	3 of 3



Signed.....

Print Name.....

Dated.....