|  |
| --- |
| Position Description |
| Job title: | Account Manager ( Sales Development ) |
| Location: | Auckland |
| Reporting to: | Sales Development Manager  |
| Direct Reports: | Nil |
| Date: | January 2024 |
|  |
| Purpose |
| As the Account Manager (New Business) / Sales Development Executive you will be specializing in face-to-face and remote meetings, you will play a crucial role in driving revenue growth by effectively engaging with clients and referral partners. This includes: * Acquisition of new Smartly partnerships and deepening existing relationships outside of those defined as key accounts.
* Generating new customer leads and qualifying them to be ready to complete sign up or engage with the Account Executives to complete a product demo.
* Hybrid role a with a mixture of Online meetings, In person demonstrations, Presentations and attendance at industry events.
* Serve as the key liaison between Smartly, Referral partners and their clients driving awareness of new features in software and Smartly services ultimately securing new business opportunities.
 |
|  |

|  |  |  |
| --- | --- | --- |
| **Result area** | **Activities** | **KPI’s** |
| Revenue Growth | * Identify, Engage, and onboard new referral partners, Bureaus providing payroll services, franchisors, and high value accounts.
* Lead customer contact and prospective generation programs.
* Drive revenue growth through new partnerships and direct to customer opportunities.
 | * Revenue growth targets met and or exceeded.
 |
| Lead creation Pipeline Development & Management | * Develop and maintain a strong lead creation pipeline to acquire or grow passive Smartly partnerships and get new Smartly customers.
* Accurately capture partner, customer and other sales pipeline data in CRM, reviewing and checking data quality and completeness.
* Complete call tracking and result reporting.
* Prepare and deliver compelling value-led proposals and presentations to potential partners and prospects either in person or online.
* Customise presentations based on requirements and feedback.
* Provides regular activity reporting and pipeline updates to Manager.
* Keeps accurate, up to date information on client records and contact information within CRM.
* Qualify cold leads until warm or hot by applying appropriate sales and marketing strategies.
 | * Revenue targets achieved or exceeded.
* Key activity metrics are regularly being reviewed and activity optimised to improve performance.
* Pipeline reporting completed in full and on time.
* Visibility of activity and pipeline for reporting and planning.
* Data quality / accuracy
 |
| Relationship / Stakeholder management | * Develop and nurture relationships with key stakeholders internally.
* Develop and nurture relationships with prospects referral partners who are not key accounts, business associations and new franchise groups.
* Provides regular activity reporting and pipeline updates to Manager
 | * Strong relationships developed and positive feedback received.
 |
| Health & Safety | * Report all hazards or unsafe situations.
* Report all accidents/incidents including near misses.

Work safely and use all protective equipment if required | * Hazards reported same day.
* No injury caused to self or other.
* All hazards are reported
 |
| Other duties | * Carry out other duties and projects as requested by your manager
 | * Shows willingness and initiative.
* Timely and accurate completion
 |

|  |
| --- |
| Experience and qualifications |
| * Experience in B2B SaaS Sales, Account Management and/or Business Development.
* Proven record of achieving or exceeding revenue growth and revenue targets
* Experience with developing relationships from scratch and prospecting essential.
* Experience dealing with Payroll, Accounting and Bookkeeping professionals an advantage.
* Experience working with a sales system such as Salesforce, HubSpot or Dynamics
* Well-developed oral, written, and interpersonal skills
* Proven communication, influencing, negotiation, interpersonal and report writing skills.
* Effective work organization skills with an ability to manage a wide variety of tasks autonomously.
* In-depth knowledge, experience, and proficiency with Microsoft Office software
* A tertiary qualification in any relevant discipline.
* Willingness to travel as required to achieve revenue targets from opportunities across New Zealand.
 |
| Key competencies |
| * Sales and Business Acumen: Solid understanding of sales processes, revenue generation, and business acumen. Ability to identify upsell and cross-sell opportunities, negotiate contracts, and drive revenue growth while maintaining profitability.
* Communication Skills: Effective communication is essential to convey our unique selling proposition, being able to clearly articulate the features and benefits in a manner that is compelling to new prospects and articulates how we are different from competitors.
* Strong decision-making skills: A strong decision-making matrix is required. Need to quickly assess if leads are sales ready, decide on the right communication channel to use for prospecting and how to prioritise opportunities based on factor such as engagement, Budget, Strategic fit, Authority to purchase and their timeline.
* Continuous Evaluation and Feedback: Regularly review the SDR's decision-making performance and provide constructive feedback. Use metrics such as conversion rates, pipeline velocity, and deal close rates to assess the effectiveness of their decisions and identify areas for improvement.
* Building Rapport: Building rapport quickly is crucial in face-to-face sales. SDRs need to be personable, friendly, and approachable to establish trust and credibility with prospects.
* High Level of autonomy: Must be initiative-taker who thrives in an autonomous work environment, demonstrates a results-driven attitude, and is action-oriented in driving projects forward.
 |