

JOB TITLE – Key Accounts Manager

Position reports to : Africa & South Africa Sales Manager
Direct Reports : Not Applicable
Office Location : Adapt IT Headquarters Johannesburg

PURPOSE OF THE POSITION

The objective of employing a Key Accounts Manager for the CaseWare Africa Division is to retain and ambitiously grow the Global Network Firms market on the African continent. The Key Accounts Manager's mission is to drive successful utilization of our products and services, build long term strategic relationships with senior and C-suite stakeholders, to manage the full customer lifecycle, and through innovative Sales Campaigns grow the wallet share of these strategic accounts.

PRIMARY RESPONSIBILITIES FOR THE ROLE

a) Revenue Growth

- Drive the business forward by expanding revenue within current customer base and the prospective market;
- Develop resourceful plans to achieve set targets by achieving activity metrics in the prospective portfolio, and the existing strategic key accounts; and
- Manage the sales process: from lead generation initiatives, opening new business opportunities to maturing and closing pipeline across multiple regions and Global Network Firms.

b) Strategic Key Accounts Management

- Establish strategic, professional relationships with senior managers and executives in the assigned key accounts portfolio;
- Achieve account performance objectives and the clients' expectations by coordinating the involvement of key dependants, including Support, Consulting, and senior management resources;
- Develop and execute strategic account planning process that develops mutual performance objectives, secures financial targets, and delivers critical milestones for a one to three-year retention period;
- Inspire clients and stakeholders to perform at a higher level while effectively leveraging internal and external resources; and
- Coordinate efforts with Customer Success Team to minimize risk of cancellation and ensure the success of renewals.

c) New Business Development

- Adopt the CaseWare Africa sales methodology; Consultative Value-based consistently across client portfolio;
- Conduct software demonstrations, attend industry and key accounts relevant events;
- Drive the required business development activities according to our best practice sales environment; and
- Act on Campaign Management schedule to support required pipeline growth by product, firm and region.

d) Stakeholder Relationships

- Develop and document Stakeholder Management Plans outlining appropriate management strategies to effectively engage categorized stakeholders throughout the lifecycle account portfolio, based on a deep strategic analysis of stakeholder needs, interests and potential impact on client success;
- Act on stakeholder concerns proactively;
- Build consensus and develop relationships at multiple levels – executives, influencers and senior decision makers; and
- Seek to understand the stakeholders' strategic objectives and align these with solution driven and strategic client engagements.

e) Market Research

- Convey public and acquired intelligence about client technology developments, the competitive landscape per region and Firm, and alternative solutions widely utilized in the respective markets;
- Identify strategic partnerships with influential third parties;
- Develop compliant Tender packs per country in line with procurement requirements of the Public Sector Entity type;
- Update product and consulting on reporting requirements to ensure localized compatibility.

QUALIFICATION AND EXPERIENCE REQUIREMENTS

- Minimum 5+ years of exceeding enterprise software sales targets;
- Affiliation and/or experience with Global Network Firms (Big Four);
- Large Data Interpretation and translating data into Customer focussed solutions;
- Passionate about cloud infrastructure technology; and
- BA/BS or equivalent educational background.

KNOWLEDGE

- SAAS concept;
- Key Account Management;
- Stakeholder Management;
- Audit environment knowledge; and
- Formal sales training.

SKILLS

- Solid experience with CRM systems (Salesforce is preferable);
- Comprehensive understanding of reading and managing Sales Dashboards;
- Expert knowledge of MS Office & the Google Drives Suite; and
- Consultative Sales.

ATTRIBUTES

- Strong sales ability with personal credibility capable of effectively interacting with internal and external stakeholders;
- Sound influencing skills in dealing with internal and external stakeholders;
- Focused and results oriented, driven by excellence;
- Sound values with high integrity;
- Effective communicator at all levels;
- Thinking and acting in the interests of the Group as well as the Division;
- Ability to develop compelling Sales Initiatives that deliver results with a strong attention to detail;
- Ability to work in a fast-paced, high pressured and collaborative environment and being persistent in all tasks in a self-disciplined manner
- Ability to effectively manage time, prioritize tasks and work within deadlines with little supervision;
- Ability to analyse business opportunities and read situations well via Sales Dashboards; and
- Mature individual with high level of emotional intelligence.

APPROVAL

The signatories hereof, confirm that their acceptance of the contents and recommend the adoption thereof,

Robert van der Sloot

Africa Sales Manager

09-09-21

Date

Key-Accounts Manager

Date

