
JOB TITLE: SENIOR ACCOUNT MANAGER - SOUTHERN AFRICA CORPORATE & PUBLIC SECTOR MARKET

Reports To: Africa Sales Manager

Direct Reports: None

Office Location: Johannesburg, South Africa (with travel required)

PURPOSE OF THE POSITION

The Senior Account Manager for Southern Africa Corporate & Public Sector Market is responsible for retaining and growing market share for an international financial software product within the corporate and public sector markets. This role entails building strategic relationships, managing the entire customer lifecycle from presales to post-sales, and achieving revenue targets through both customer retention and acquisition.

PRIMARY RESPONSIBILITIES

a) Increasing Market Share

- Execute sales plans to generate new business opportunities and maintain a robust sales pipeline.
- Accurately forecast sales and maintain pipeline health to achieve revenue targets.
- Collaborate with channel partners in pipeline building activities.
- Develop and maintain excellent product knowledge to ensure our products are well represented in the market. Ability to sell the benefits and value of all products.

b) Managing Client Success and Retention

- Proactively manage customer retention efforts, individually and with channel partners and intervene as necessary to maintain high retention rates.
- Drive continuous value creation to enhance the customer's solution experience.

c) Pipeline and Salesforce Management

- Maintain high-quality CRM data, including client details, contacts, and opportunity information.
- Consistently update and manage Salesforce.com to track interactions and report on sales progress.

d) Developing and Growing Strategic Relationships

- Cultivate and expand strategic relationships with key stakeholders, including C-suite decision-makers.
- Achieve gross and net revenue targets as outlined in the sales plan, managing both new sales and renewals effectively.
- Prepare timely quotes, proposals, and follow-ups aligned with customer needs.



- Demonstrate expert product knowledge to effectively represent the software solutions in the market.
- Adhere to Caseware Africa's sales methodology, participate in sales meetings, and provide detailed sales feedback reports.

e) Daily Activity

- Proactively contact customers ahead of software expiry dates to ensure timely renewals.
- Plan and execute daily activities focused on renewal calls, prospecting, and follow-ups for additional business opportunities.
- Execute client meetings as required online or in person.

QUALIFICATION AND EXPERIENCE REQUIREMENTS

Essential Requirements

- Completed matric
- 4-6 years of sales experience in high-volume environments, either internal or external
- Formal sales training

Desirable Requirements

- Bachelor's degree preferable
- Experience with accounting software solutions
- Background in public sector sales

KNOWLEDGE

- Strong problem-solving skills and ability to manage challenging customer situations.
- Proficiency in computer literacy; experience with Salesforce.com is advantageous.

SKILLS

- Organized, detail-oriented, and driven by deadlines.
- Positive attitude and high level of professionalism.
- Ability to operate effectively as both a hunter and farmer, balancing acquisition and retention strategies.
- Excellent verbal and written communication skills.
- Demonstrated ability to thrive under pressure in a dynamic environment.
- Strong multitasking skills across multiple projects.
- Mature individual with high emotional intelligence.



APPROVAL

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

Divisional Executive

Date

Account Manager

Date

