

# Commercial Account Manager

## Line manager

Director of New Business

## Overall purpose

To drive the overall development and conversion of the sales pipeline for the Packaging Compliance and Data Insights divisions.

This is a multi-faceted role demanding a candidate who thrives upon the responsibility of establishing new business relationships and monetising them through successful sales conversion. The ideal candidate will relish the prospecting process and convincing significant blue-chip organisations to exploit Valpak’s broad suite of sustainability solutions.

## Key accountabilities

Responsibility	Objectives
Revenue Generation	<ul style="list-style-type: none"> <li>Achievement of an individual annual revenue target</li> <li>Conversion of inbound sales enquiries</li> <li>Possess a comprehensive knowledge of all Valpak services to exploit cross sell opportunities</li> <li>Prepare and present tenders, proposals, and contracts for Data Management and Packaging Compliance</li> </ul>
Lead Generation	<ul style="list-style-type: none"> <li>Develop and manage the sales pipeline in line with packaging compliance and data insight targets</li> <li>Actively and effectively prospect for new business opportunities with sizeable target organisations</li> </ul>
Pipeline Management	<ul style="list-style-type: none"> <li>Use CRM to record all account contacts, including meetings and phone calls</li> </ul>
Brand and service advocacy	<ul style="list-style-type: none"> <li>Represent Valpak at Client and Industry events to raise profile of the brand and service proposition</li> <li>Act as a Service Ambassador. Train Valpak staff in Data services to optimize cross sell opportunities from other departments</li> </ul>
Service development	<ul style="list-style-type: none"> <li>Identify latent client needs and collaborate with operational teams to affect service innovations and improvements</li> <li>Ensure a smooth handover from sale to operational account manager</li> <li>Assist the Business Unit Manager to track financial progress throughout the year and forecast where new sales and marketing activity is required to fill pipeline</li> </ul>
Industry knowledge	<ul style="list-style-type: none"> <li>Maintain a current understanding of the wider industry, emerging trends and policy developments</li> </ul>
Lead/Inform the Marketing agenda	<ul style="list-style-type: none"> <li>Attendance at Monthly Marketing meeting to optimise share of voice and attract inbound leads</li> </ul>

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|  | <ul style="list-style-type: none"><li>• Execute marketing plans including, but not limited to, blogs, webinars, speaking roles at events etc</li></ul> |
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## Experience, skills

- Must be comfortable generating, developing and converting new sales leads
- A customer focused approach
- Excellent written and verbal communication skills
- Excellent solution orientated problem-solving ability
- Excellent customer and account management skills.
- Good team worker with ability to lead and deliver projects as required
- Proactive, self-motivated, able to work to own deadlines and commercially aware
- Negotiation skills

## Qualifications

- Full UK Manual Driving License
- Minimum: Grade C in Mathematics and English GCSE/O Level standard
- Desirable: Educated to Degree level or equivalent
- IT literate including: PowerPoint, Word and Excel

## Contact us

For more information please call 03450 682 572 or email [careers@valpak.co.uk](mailto:careers@valpak.co.uk)