

POSITION TITLE	Key Account Manager	
DEPARTMENT	State Sales Branch	
DATE EFFECTIVE	Current	
REPORTS TO	Sales Manager	
KEY INTERNAL RELATIONSHIPS	State Manager, Office Manager, Area Managers, National Accounts & Sales Support Coordinators	
KEY ACCOUNTS		
PRIMARY OBJECTIVES		
<ul style="list-style-type: none"> To achieve budgeted sales targets for identified Key Accounts To maximise sales and <i>profit growth</i>, both in the short and long term To ensure that relevant information on Key Accounts Business activity is promptly communicated to all relevant DBW Staff To develop relationships and maintain a high level of customer service to Key Accounts within the State 		
MAJOR RESPONSIBILITIES		
KEY RESULT AREAS	SPECIFIC ACTIVITIES	MEASURES
Develop Budget and Sales Strategies/Product Sales Plan for Key Account Portfolio	<ul style="list-style-type: none"> Develop budget and Product Sales plan for Key Account Portfolio in consultation with Sales Manager Develop knowledge of State Liquor industry and wine market Organise pre-submission meetings to focus promotions to maximise return for DBW Implement, review and evaluate Key Accounts product sales plan and adjust if required Monitor and maintain sales performance against budget Submit for new lines and regrades as required 	<p>Product sales plan and budget developed and implemented</p> <p>Achievement of actual sales against budget</p> <p>Sales/<i>margin</i> maximised</p>
Identify and communicate promotional strategies	<ul style="list-style-type: none"> Submit promotional schedule with respective Area Managers Advise State Sales teams of promotional activities, slot schedules, promotion confirmations and monthly updates Submit additional promotions to suit De Bortoli product plans (state focus, product focus) Advise production staff on promotional and ranging activities that could impact on service ability, ie. Maintaining stock levels 	<p>Promotional schedule circulated to State Sales Teams</p> <p>Advice provided on specific state-based product sales strategies</p>

Job Description – Key Account Manager

Develop relationships and maintain customer contact	<ul style="list-style-type: none"> • Provide advice to State Sales teams on best practice for conducting calls on stores • Gather information and feedback to improve overall level of customer to key accounts. • Liaise with State teams regarding warehouse and delivery issues. • Maintain designated accounts and conduct store calls to maintain DBW business. • Ensure prompt follow up of customer complaints • Follow up and report all Quality Assurance/Quality Control issues to chain store Business Managers 	<p>Feedback sought from key accounts and used to improve business practices</p> <p>Customer contact maintained and customer complaints addressed in a timely manner</p> <p>All quality issues reported to relevant DBW Department</p>
Maintain internal communications with DBW Staff	<ul style="list-style-type: none"> • Supply State teams with review schedule, range matrix and seek input for state specific opportunities • Provide Sales Manager with regular updates on sales activities and information regarding any changes to key accounts business practices. • Provide information, advice, support and training to Sales Merchandisers on all key account issues. • Communicate Sales Analysis by Product to enhance ownership and support business/sales strategies 	<p>Timely provision of information, advice and analysis to all internal and external stakeholders</p> <p>Improvement in /Streamlining of Key Accounts Business Practices</p>
OH&S	<ul style="list-style-type: none"> • Comply with all OH&S policies and procedures. • Report all accidents, near misses and unsafe work practices and hazards. • Work in a manner which is conducive to OH&S. 	<p>Compliance with company policies and procedures.</p> <p>Incidents reported in accordance with company procedure.</p>

SELECTION CRITERIA
Essential Criteria

- Knowledge of Key Accounts processes and requirements
- Excellent oral and written communication skills
- High level customer relationship skills
- High level administrative, managerial and problem solving skills
- Proven ability to prioritise multiple tasks, meet deadlines and operate in a customer driven environment

Desirable Criteria

- Proven experience in a high level /senior sales /customer service role or environment
- Product and market knowledge within the wine industry

Employee Name:

Employee Signature:

Manager/supervisor Name:

Manager/supervisor Signature: