

ROLE PROFILE / SPECIFICATION

Job Title	B2B Key Account Manager
Company/Division	VGI/Sales UK B2B
Location	Field Based
Reports to	B2B Business Unit Director

Mission - We proudly **protect the safety and dignity of patients and healthcare professionals** who care for them. We are **reducing the environment impact on the planet** as we advance our legacy as pioneers in **sustainable manufacturing**. We commit to superior product quality and exceptional customer service through our **UK manufacturing** and **supply chain resilience**.

Our C.A.R.E values are:

<p>Customer First</p> <p>We are proud to take a patient centric approach to serving our customers.</p>	<p>Accountability</p> <p>We take pride in delivering exceptional standards of manufacturing and delivery of innovative healthcare solutions.</p>
<p>Recognition</p> <p>We celebrate advances in best practice and recognise the impact we have on the healthcare sector, through product development and continual innovation.</p>	<p>Environment & Social Wellbeing</p> <p>We pride ourselves in having an industry leading carbon reduction strategy and support the wellbeing of our colleagues and communities.</p>

Scope of Appointment:

Overview:

- To strengthen the position of Vernacare Ltd in the B2B and associated healthcare marketplaces.
- Responsible for developing and implementing a national business plan in line with the individual sales categories strategy to generate sales and growth.
- Achieving sales & margin targets
- Achieving individual KPI's
- Establishing and managing relationships with key customers, professionals, internal and external stakeholders, and to specifically grow the Vernacare business with new & existing customers.

- Applying own specialist product knowledge, skills and attitude to a consolidated level of selling ensuring key selling messages are communicated at every opportunity and provide a solution focused sell.
 - Comply with all required policies, procedures & standards.
 - Demonstrate the Company's core values at all times.
 - Attend company meetings as required.
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Principal Accountabilities:

Business and territory planning and administration

- Planning own time to meet the business and territory objectives.
- Planning activities and goals based on objective analysis of the likely return on investment of time and resources.
- To monitor the success of the territory, by analysing the sales and territory data, making appropriate adjustments in order to achieve improved effectiveness/efficiency.
- Agreed territory objectives and plans based on account and competitor analysis.
- Maximising opportunity to "sell" using effective planning and time management techniques.
- Maintaining accurate account & customer contact records in CRM
- Provide appropriate, timely business updates to Sales Management & Sales Category Teams

Selling Activities

- Identify, develop and exceed the needs and expectations of Vernacare Ltd customers.
- Provide added value customer solutions.
- Initiate, develop and utilise relationships with key influencers to grow the business.
- Actively encourages, seeks and utilises additional internal human resource to enhance selling activities.
- Takes personal responsibility and accountability for achieving sales targets and results.
- Coordinate product evaluations and trials as appropriate.
- Support key distributors to ensure full promotion of the Vernacare product ranges.
- Develop & maintain a healthy sales pipeline in line with targets and strategy.
- Effectively evaluate, measure and manage own sales performance.

Communication

- Effective communicator encourages feedback and challenge amongst the B2B team.
- Develops strong communication links throughout the team and operationally important organisational departments such eg sales category, customer services
- Obtain, communicate and share information across all levels of Vernacare Ltd to enhance business processes, using wide range of communication methods.
- Provide feedback to Product Category Teams on market intelligence & competitor activity.
- Tailors message and delivery style to meet the recipients needs, always choosing appropriate communication medium.

Relationship Management

- Develop and maintain strong relationships with all key customers.
- Identify and effectively manage key customers needs, utilising key Vernacare personnel as appropriate.
- Uses relationships to help other colleagues gain mutually beneficial business outcomes and access in accounts where appropriate.
- Develop strong internal and external networks to ensure that customers' needs are met.

Market Development and Product Knowledge

- Develop an understanding of the company strategy and how it applies to targets & products within the territory.
- Take responsibility for own continuous knowledge improvement, market knowledge and product knowledge.
- Actively use and share current literature and journals to update own knowledge.
- Contribute ideas for innovation and NPD to enhance the Vernacare B2B business.

This is a summary of the key tasks and responsibilities and is not intended to be an exhaustive list. The job may change over time to reflect the changing needs of the organisation, as well as the personal development of the post holder.

Personnel Specification

Factor	Essential Criteria	Desirable Criteria	Additional/Useful Info
Qualifications	<ul style="list-style-type: none"> • A Level/Degree standard. 		
Training			<ul style="list-style-type: none"> • H&S Awareness, COSHH, Fire Safety, • Manual Handling
Experience		<ul style="list-style-type: none"> • Sales Key Account Management experience or medical training within the 	

		<p>healthcare industry is desirable.</p> <ul style="list-style-type: none"> • Commercial Acumen is desirable. 	
Knowledge and Skills		<ul style="list-style-type: none"> • Medical knowledge is desirable. 	
Personal Qualities	<ul style="list-style-type: none"> • Customer Focus • Continuous Improvement • Team Working • Communication • Commercial Awareness • Resource Management • Information Handling & Problem Solving • Industry Understanding • Selling & Account Management 		
Other Requirements	<ul style="list-style-type: none"> • Significant travel which may necessitate overnight stays for meetings and training may be required. 		