



Job Description

DEPARTMENT:	Specialty Sales
JOB TITLE:	Specialty Products Key Account Manager
REPORTS TO (TITLE):	Director National Sales & Development - Specialty

SUMMARY DESCRIPTION

The Key Account manager reports to the Director of National Sales & Development - Specialty. The Key Account Manager has responsibility for managing profitable revenue growth within assigned geographies working through key strategic Distributor customers. The Key Account Manager must have the vision, creativity, negotiation and interpersonal skills to interact at all levels of the Distributor organization. The individual must have the drive to succeed in meeting the territory sales objectives with minimal day to day management, while following the strategy and tactics defined in the sales and marketing plan. The Key Account Manager needs a broad understanding of the business model of Distributor customers and a solid grounding in maintenance techniques of the assigned Geographies.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The Key Account Manager position is responsible for developing annual business plans with Distributor customers, creating forecasts and achieving sales of Turf and Ornamental products to deliver profit and sales goals according to a monthly budget. This includes negotiation of sales targets, achieving sales at an acceptable margin and providing product support, including launch of new products.

- Account management
- Business planning
- Forecasting
- Generate leads, qualify leads, and develop new business opportunities
- Collaborate with team members in achieving company results outside of assigned geography when requested
- Manage and grow sales through Strategic Distributor customers and where appropriate recommend new customers
- Meet and exceed monthly goals by managing sales activity according to agreed market strategy
- Properly execute necessary administrative responsibilities both internally and with customers in a timely manner
- Timely follow up to all customer inquiries
- Assist Marketing personnel in the development of strategy and tactics to achieve company-wide objectives
- Directly interface with top management of strategic Distributor accounts to ensure continued satisfaction and revenue
- Other responsibilities as assigned

QUALIFICATIONS

Education and Experience

- Bachelor's degree or equivalent experience
- Track record of exceeding goals and targets
- Demonstrated experience operating within a sales culture of accountability and teamwork
- Exceptional customer service orientation
- Exceptional integrity, honesty and trustworthiness
- Excellent presentation and negotiation skills
- Strong foundation for strategic and tactical selling of a complex sale
- Minimum of five years' experience in the specialty products business, preferably turf experience

Key Skills and Competencies

- Acts and thinks like an owner/entrepreneur
- 80/20 Action (execute)/strategic focus orientation
- Some experience in consultative selling; needs-based, buyer focused
- Self-motivated
- Demonstrates high initiative
- Technology savvy
- High capacity to learn and adapt
- Ability to work inter-departmentally to accomplish objectives
- High level of business maturity
- Ability to travel 50% of the time

Communication Skills

Ability to read, analyze, and interpret general business periodicals, professional journals, or governmental regulations. Ability to write reports, business correspondence, and personnel policies and procedure manuals.

Reasoning Ability

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of information furnished in written and oral form.

Physical Demands

The physical demands required of the position include prolonged sitting; extended periods of computer use and keyboarding; and a normal range of hearing and vision. Additionally, to include extended periods of travel, driving and overnight stays away from home. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.