



<b>Job Title:</b> Strategic Account Manager	<b>Reports to:</b> CEO
<b>Department:</b> Go To Market	<b>Job Class:</b> Full-Time
<b>Revision Date:</b> 12/10/18	<b>Fair Labor Standards Act (FLSA):</b> Non-Exempt

## **Strategic Account Manager (SAM)**

**Kirkland, WA**

### **Position Overview**

The Strategic Account Manager (SAM) will work to improve Simplicity Consulting's market position and achieve financial growth through new client expansion. This person will define long-term organizational strategic goals, build key client relationships, identify business opportunities, negotiate and close or facilitate closing of business deals, and maintain extensive knowledge of current market conditions. The SAM will function as a senior sales position within the company. It is their job to work with the internal team, Talent Managers, Consultants, Marketing, and staff with other functional managers to increase sales opportunities and maximize revenue for Simplicity. To achieve this, they need to find potential new customers, present to them, ultimately convert them into clients, and continue to grow business in the future. The SAM will also help manage existing clients and ensure they stay satisfied and positive. They call on clients, often being required to make presentations on Simplicity solutions and services that meet or predict their clients' future needs.

### **Job Duties and Essential Job Functions**

SAM will be expected to develop account targets within the assigned geography. The primary role of the SAM is to prospect for new clients by networking, cold calling, advertising, speaking or other means of generating interest from potential clients. They must then plan persuasive approaches and pitches that will convince potential clients to do business with the company. They must develop a rapport with new clients, and set targets for sales and provide support that will continually improve the relationship. They are also required to grow and retain existing accounts by presenting new Simplicity solutions and/or services to clients. SAM works with mid and senior level management, Talent Managers, Marketing, and other support staff. SAM may manage the activities of others responsible for developing business for the company. Strategic planning is a key part of this job description, since it is the SAM's responsibility to develop the pipeline of new business coming in to the company. This requires a thorough knowledge of the market, the solutions/services the company can provide, and of the company's competitors. The primary duties of the SAM can be summarized as follows:

## New Business Development

- Prospect for potential new clients and turn this into increased business.
- Provide clients, new and existing, with business insight and value in every conversation helping them to identify their business needs, identifying what their business gaps are and promoting Simplicity's solutions, services and expert talent to address the needs
- Cold call as appropriate within the Seattle and outlying markets or geographic areas to ensure a robust pipeline of opportunities.
- Meet potential clients by growing, maintaining, and leveraging your network.
- Identify potential clients, and the decision makers within the client organization.
- Research and build relationships with new clients.
- Set up meetings between client decision makers and company's leaders/Principals.
- Plan approaches and pitches.
- Work with team to develop proposals that speaks to the client's needs, concerns, and objectives.
- Participate in pricing the solution/service.
- Partner with the Talent team to identify the best consultants for your client's business needs and talk with the consultants to understand if their expertise and motivations are a cultural fit for your client
- Lead and facilitate the talent meeting with a Talent Manager to ensure increase probability of contracting.
- Manage resistance, objections or lack of commitment by clarifying, emphasizing agreements and working through differences to a positive conclusion.
- Use a variety of styles to negotiate appropriately.
- Present an image that mirrors that of the client while aligning with the Simplicity brand
- Basic business development **Activity** expectations for the SAM to deliver the business plan are:
  - 10 referral meetings per week/480 per year
  - 80% of these meetings generate 380 more referral meetings
  - 1 blog each month to be developed
  - 4 networking events per month
  - 1 newsletter each month developed
  - 6 speaking engagements annually

## Client Retention

- Assess profitability of existing client solutions. Conduct SWOT analysis for all potential accounts.
- Present new solutions and services and enhance existing relationships within these clients.
- Work with TMs and staff and other internal colleagues to exceed client needs.
- Arrange and participate in internal and external client debriefs, QBRs (quarterly business reviews) and events.

## Business Development Planning

- Attend industry functions, such as association events and conferences, and provide feedback and information on market and creative trends.
- Network with outsourced marketing and other managed service companies to build a referral network.

- Present to and consult with mid and senior level management on business trends with a view to developing new services, products, and distribution channels for Simplicity
- Identify opportunities for campaigns, services, and distribution channels that will lead to an increase in sales.
- Using knowledge of the market and competitors, identify and develop the company's unique selling propositions and differentiators.
- Collaborate with marketing to refine MQLs (Marketing Qualified Lead) and SQLs (Sales Qualified Lead) to increase Opportunity identification and close rates.

## **Management and Research**

- Field based position; office schedule to be defined.
- Submit weekly progress reports and ensure data is accurate.
- Participate in weekly dashboard review on results.
- Ensure that data is 100% accurately entered and managed within the company's CRM or other sales management system, on time every time.
- Forecast sales targets and ensure the team meets them.
- Track and record activity on accounts and help to close deals to meet these targets.
- Work with marketing leader to ensure that prerequisites (like prequalification or getting on a vendor list) are fulfilled within a timely manner.
- Ensure all team members represent the company in the best light.
- Present business development training and mentoring to business developers and other internal staff.
- Research and develop a thorough understanding of the company's people and capabilities.
- Research expertise within our space and network, building referrals.
- Understand the company's goal and purpose so that will continual to enhance the company's performance.

## **Education**

The SAM position requires a bachelor's degree and 7 to 12 years of success selling in large or mid-cap sales and/or marketing experience. An MBA is preferred. Professional services sales experience preferred.

## **Skills, Qualifications and Requirements**

- Networking, Prospecting, Public Speaking, Research, Writing, Closing Skills, Motivation for Sales, Prospecting Skills, Sales Planning, Identification of Customer Needs and Challenges, Managing Customer Resistance, Territory Management, Market Knowledge, Meeting Sales Goals, Professionalism, CRM, and Microsoft Office, Project Management.
- Client relationship management experience in professional services, consulting or marketing and sales agency preferred not required.
- Proven work ethic with a track record of success in previous jobs.
- Hands-on experience/training with multiple sales techniques (including cold calls)
- Track record of achieving sales quotas
- Experience with CRM software
- Ability to drive to client locations for meetings

- Familiarity with MS Excel (analyzing spreadsheets and charts)
- Understanding of sales performance metrics
- Excellent communication and negotiation skills
- Ability to deliver engaging presentations

### **Benefits**

- **Compensation is BASE plus revenue growth incentive**
- Health insurance offered
- 401K program offered

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization.

Founded in 2006 and based in Kirkland, Washington, **Simplicity Consulting** is the premiere, on-demand Enterprise Marketing Services Consultancy for today's changing workplace. We offer clients access to thousands of consultants in these primary areas: *Digital Marketing, Partner & Channel Marketing, Business Analytics, Communications & Content, and Project & Program Management*. Our Simplicity Talent Managers partner with our clients to understand their needs and craft solutions that operationalize marketing to grow their business. As companies strive to transform their business with digital speed, scale, and value, we partner with our clients to execute strategies to make an impact. Our purpose is to help everyone thrive in the new world of work, and for more than five years, Simplicity has been named to the Inc. 5000 list as one of the fastest-growing private companies in America. [www.simplicityci.com](http://www.simplicityci.com)