

Account Manager

Department: Sales
Location: 50 Featherstone Street, EC1Y 8RT, Central London
Reports To: Sales Manager
Hours: Full Time (37.5hrs)

Overall Objective

YouGov is a provider of world leading market research. We are a fast growing business, developing ground breaking consumer research for a number of different sectors. We require a tenacious, proactive Account Manager that is enthusiastic and driven to reach their targets in order to earn great financial rewards.

Key Responsibilities

Account & Territory Planning

- Complete a territory analysis highlighting where your clients will maintain, grow and clients that are at risk.
- Complete and maintain your STAP plan to ensure you are able to achieve your target.
- Maintain regular contact with your territory.
- Manage and update account plans for identified accounts.

Sales Process

- Use the 'Challenger' methodology of selling: Credibility, Insight, Crank it up, Personalise, Test solution and Pitch product.
- STAP- plan ways to meet target at the beginning of the year, then maintain on a quarterly basis and ensure there is an action plan for identifying new business to accompany this.
- Qualify your pipeline accurately using metrics and ensure your pipeline can meet your targets.
- Full use of the CRM System (NetSuite).
 - All client contact recorded on the CRM system with opportunities updated in line with sales process.
- Follow up all marketing campaigns as agreed with manager.
- Produce proposals and relevant documentation using the challenger methodology.

Customer and Partner Relationship Management

- Understand who are your contacts and the DMU for each customer.
- Identify new contacts within organisations to sell to.
- You must have the ability to communicate effectively with each client both verbally and written, using plain English.
- Ensure all customer activity is recorded on CRM system.
- Be able to present all YouGov solutions over the phone as well as face to face to a small and large audience.
- Provide a high level of service to our customers and prospective customers, ensuring we are exceeding client expectations.
- Ensure opportunities are created on a weekly basis across products to meet targets.
- Ensure you are meeting with clients on a quarterly basis.
- Collect 2 testimonials or case studies a year from your clients.

Knowledge of Product and Services

- Maintain an excellent level of product knowledge across the whole of YouGov's portfolio.
- Be able to present each product and service in the Challenger style.
- Identify and present the right solution to the customer.
- Identify new buying points and contacts in each account, using existing contact for referrals, but also knowing additional job titles we know buy research.

Market and Industry Knowledge

- Build and maintain good general awareness of the clients market, company structures, financial, economic and business information, maintaining good business current awareness. Use this knowledge to create business opportunities.

Personal attributes

Are you:

- Money motivated and hungry for success?
- Energetic, determined and confident?
- Results driven?
- Self-disciplined?

Do you have:

- A positive attitude?
- Excellent organisational and time management skills?

- A professional manner?
- Good listening skills and communicate effectively with a wide range of audiences?

Skills required

You should have:

- Good written, oral and electronic communication skills
- Presentation skills
- Good client focus and handling skills
- Strong business and commercial acumen
- Experience using CRM systems
- Problem solving, analytical and numerical skills

You should be:

- Proactive in sales focus
- Able to self-organise and self-manage to achieve business development targets

Experience required

- Targeting and management of potential clients with a professional services offer (ideally research based)
- Excellent track record of sales performance

Education and qualifications

- Educated up to at least degree level from a good university
- Fluent written and spoken English

This is not an exhaustive list, and you will be expected to be flexible in your approach to carrying out your duties, that may change from time to time to reflect changes in the Company's circumstances. This will include providing cover for colleagues as required. The Company therefore reserves the right to vary the job description in consultation with you.

All YouGov plc employees are expected to comply with the Company's policies, rules and procedures as outlined in the handbook, health and safety manual and all other publications.

Please send your CV and covering letter to vacancies@yougov.com