

# Position Description

<b>Position Name:</b>	Enterprise Account Manager
<b>Managing Division:</b>	Enterprise Sales
<b>Employment status:</b>	Full time
<b>Travel requirements:</b>	As required

## Key Deliverables

1. Protect and grow existing clients
2. Source and secure new business clients
3. Generate quality proposal/tender documents
4. Convert company generated leads to paying clients
5. Comply with Esri Malaysia’s sales operational requirements

## Key Success Drivers

1. Business Results – *The way we contribute to business results*
2. Client Service – *The way we serve our clients*
3. Team Contribution – *The way we work and interact with each other*
4. Professional Practices – *Our professional practices and self-development*

## Primary Target Clients:

As assigned by the country Head of Sales.

## Responsibilities

### 1. Protect and grow existing clients

- a) Account plans are in place for Tier 1 accounts and other accounts as nominated by management to provide complete coverage of the opportunities and decision-makers.
- b) Cross-sell and upsell all products and support services where possible with accounts throughout each year.

- c) Actively manage the sales pipeline to have sufficient opportunities in all stages that will deliver over sales goal results.
- d) Consistently exceed sales goals and activity requirements as set by the Manager, Business Development.

## **2. Source and secure new business clients**

- a) Attend the required number of qualified face to face appointments with new business prospects each week.
- b) Conduct additional telephone calls to prospects as required to ensure sales are finalised.
- c) Conduct outbound prospecting calls to generate leads to supplement lead supply from the company.
- d) Complete follow up action as required as a result of the above appointments in a timely manner ensuring a high standard of client service is provided.

## **3. Generate quality proposal/tender documents**

- a) Ensure timely management of proposals/tenders. Records must be updated and accurate in Salesforce and reported on in sales meetings.
- b) Prepare and conduct professional presentations to prospective clients as required to secure sales.
- c) Understand and communicate client budgets and commercial drivers to ensure a competitive pricing structure can be developed.
- d) Prepare proposals and tender documents for clients that ensure their individual needs are identified/addressed.

## **4. Convert company generated leads to paying clients**

- a) Respond within 24 hours of receipt of any lead from marketing ensuring a quality conversation is completed or an appointment is secured with the lead provided.
- b) Manage all leads in accordance with Esri Malaysia's sales process in Salesforce and maximise the potential opportunity with each client.
- c) Provide feedback as required to marketing on leads in the required format.

## 5. Comply with Esri Malaysia's sales operational requirements

- a) Comply with all sales processes of the company.
- b) Attend all sales meetings and other meetings as required, and contribute to those meetings.
- c) Attend the required number of qualified face to face appointments, including new business per week.
- d) Complete reports in a timely manner as required by the company.
- e) Ensure a high attention to detail and professional writing skills in the preparation of documentation to be presented to clients.
- f) Ensure all sales proposals/tenders are reviewed in accordance with Esri Malaysia's Bid Management Guidelines. All information must be provided well in advance to ensure any adjustments or actions can be completed in a timely manner.
- g) Ensure all documentation is within the style guidelines provided by Esri Malaysia.
- h) Keep an accurate and up to date record of all activities with clients and potential clients in Salesforce including client profile, appointment details, diary management, documents, opportunities and communication.
- i) Ensure that all client emails, phone calls and requests for information are actioned and responded to in a quick and efficient manner, usually 24 hours unless otherwise instructed.
- j) Keep abreast of industry and market intelligence and relate this in the required format to Esri Malaysia.
- k) Maintain a sound understanding of the products and services before representing them to potential or existing clients.
- l) Report all complaints to your manager in accordance with Esri Malaysia's complaints handling process.
- m) Maintain a high level of enthusiasm, drive and energy within the role.

### Authority Limits:

Expenditure is to comply with Esri Malaysia's policies and guidelines in relation to expenditure, including prescribed authorisation levels.

### Business Requirements:

- a) Ensure the business is presented to a high standard at all times.
- b) Provide all management reports in a timely manner and ensure accuracy of information.
- c) Follow the processes and procedures as set out in Esri Malaysia's policies and procedures documentation.
- d) Ensure the smooth flow of information across the business in relation to the sales opportunities.
- e) Facilitate the gathering of market intelligence and disseminate to the necessary personnel.
- f) Other tasks as required from time to time.

## Personal Requirements:

### *Qualifications and Experience*

1. Track record of consistently meeting and exceeding sales targets;
2. 3 to 5 years' experience in a similar role or relevant industry experience with formal qualifications appropriate to the role;

### *Skills and Abilities*

1. Ability to generate new business outside of your network;
2. Ability to deal with clients at all levels, and translate client needs into a complete solution;
3. Ability to think creatively and innovatively;
4. Ability to work autonomously and in a team;
5. Experience working in a structured environment with detailed processes around sales planning and activity management;
6. Experience in using salesforce.com CRM or similar;
7. Excellent proposal writing and presentation skills;
8. Positive attitude with excellent communication skills;
9. Must be persuasive, engaging; able to develop and position a story;
10. Understanding of spatial industry desirable, appetite to learn about it is essential; and
11. Personality/behaviour aligns with Esri Malaysia's core values.

## Professional Standards:

At Esri Malaysia, we live by a set of core values that guide our actions and behaviors. Our values influence: our professional ethics and practices; the way we work and interact with each other; the way we serve our clients; and how we engage our stakeholders.

To ensure that our culture – of integrity, excellence, long-term relationships, and passion – is maintained, all employees are required to conduct themselves within Esri Malaysia's Professional Standards guidelines.