

Job Information Sheet

Job Title : **Key Account Manager**
Department : Sales
Reporting to : Sales Manager

Job Purpose

WF Supplies provides a comprehensive range of products to the drylining and interior fit-out sectors. With over 5,000 stock items tailored to the needs of these sectors and an invaluable next-day direct-to-site delivery service, WF Supplies is perfectly positioned to ensure the success of every fit-out and drylining project.

The role of Key Account Manager (KAM) is to maintain and grow relationships with key clients, driving sales, and ensuring client satisfaction. The KAM will develop strategies that meet client needs and achieve sales targets. This role involves managing key accounts, identifying new business opportunities, and providing exceptional service to maximise client retention and revenue growth.

Key Responsibilities

- Grow and manage a portfolio of customer accounts.
- Develop multi-functional and multi-level business relationships within our target market.
- Conduct outbound calls to expand the customer base (including cold calls, LinkedIn outreach and seminar participation).
- Identify and resolve customer issues, collaborating with internal departments when needed.
- Contribute to revenue growth by upselling maximising every opportunity.
- Work towards weekly KPIs and monthly targets, both individually and as part of a team.
- Achieve monthly, quarterly, and annual targets through a combination of customer retention and growth.

Skills & Experience

- Capable of making decisive and effective decisions in a time-pressured environment.
- Enjoys problem-solving and demonstrates high levels of resilience, self-motivation, and flexibility.
- Proficient in using CRM, Microsoft Office, Google Suite, and other applications.
- Exhibits strong commercial awareness and highly refined negotiation skills.
- Thinks strategically, acts rationally, and performs with passion.
- Possesses strong organisational skills with the ability to manage multiple priorities and meet deadlines.
- Proactive and goal-oriented mindset.