

Position Profile (Draft 6.0)

Title:	Account Manager
Department:	Sales
Reports To:	Sales Director

SETTING

Pattison Sign Group Inc. is a highly successful, North American company growing organically and through ongoing acquisitions. It is one of the world's largest sign and physical branding element companies, with three manufacturing facilities, six sales offices across North America and over 800 employees.

The company is dedicated to absolute customer satisfaction and ultimate quality in its products and services. It is ISO certified to ensure Total Quality in its products and services. The culture of the company is focused on performance and accountability and supports employee empowerment and development.

The company operates independently within The Jim Pattison Group, headquartered in Vancouver and comprised of over 575 locations worldwide. The Jim Pattison Group is broadly based across the automotive, media, packaging, food sales and distribution, magazine distribution, entertainment, export and financial industries. With sales of over \$9.6 billion in 2016 and more than 42,000 employees, the Jim Pattison Group is the third largest private company in Canada.

OVERVIEW

The **Key Account Manager (KAM)** is a national role and part of the Sales Business Function, reporting to the Sales Director. The position has been redefined in order to support our new strategy for growth, by focusing on providing an enhanced customer experience with our existing tier 1 (top) clients.

The role is divided into 3 tiers:

1. **Account Manager**: A role that focuses on administration (transactional), relationship building, technical proficiencies a positive mindset for growth and enhancing the customer experience.
2. **Key Account Manager, Intermediate**: involves becoming a trusted advisor by proactively solving customer problems, negotiation, ability to streamline processes & communications.
3. **Key Account Manager, Senior**: is a strategic partner by maximizing sales opportunities with current customers, business planning, in-depth brand/product knowledge, relationship leadership, negotiation & business acumen.



Account Managers and KAM's serve as the principle figure of contact between PSG and customer critical stakeholders. Internally, they will work closely with the National Sales Executive (**NSE**). The goal is to not only provide a high level of service on daily business activities, but to effectively manage professional relationships by consistently through collaboration and effective communication.

In addition, the **Account Manager** will liaise with cross functional internal teams (i.e. Project Management, Estimating, Design, Operations), Senior Managers and Directors to improve the entire/complete customer experience.

QUALIFICATIONS and COMPETENCIES (Account Manager)

Under this redefined position, the **Account Manager** will serve as trusted advisor by becoming the lead point of contact for all customer account **administrative activities**.

Tactical/Administrative: Managing orders from a pre-sales perspective by working with the customer and internal teams to ensure formal submissions via Epicor are accurate and follow established process/protocol. In addition, leading the customer on boarding process is critical to ensuring a positive experience from the start of the relationship.

Skills include attention to detail, communications, negotiation, organization, and problem solving and relationship management. The following skillsets and competencies are listed below:

Customer Experience: Improve engagement by providing a personalized experience. Empathy, responsiveness, establishing connections, active listening and adhering to deadlines.

Organization and Attention to Detail: Pride of ownership, thoroughness with accomplishing tasks, completes all work according to procedures/standards, carefully monitors the details/quality of own work, provides quality information on a timely basis, consistently reviews for clarity and adheres to deadlines.

Problem Solving & Decision Making: Ability to analyze and define a problem, evaluate alternatives, propose a solution and how and when to execute.

Relationship Management: To advance the work of the organization by interacting with internal/external stakeholders by developing professional and productive relationships. Ability to consult, provide feedback, facilitate discussions, resolve conflict and develop strong relationships with key stakeholders.

Communication: Ability to produce clear status reports (writing and verbal), communicate professionally and ability to adapt communication depending on the audience receiving the message. This includes internal and external stakeholders. Meeting set up, facilitation, minute taking and publication of timely documentation.

Technical Proficiencies: Strong competencies in Microsoft applications (Word, Excel, Power point, Outlook and Skype) and Epicor (E10) from a presales perspective (case, task, dashboards etc.). E-Pattison: familiarity/ability to view/conduct work activities in the site.

Key Responsibilities:

- 1. Leading the Customer on Boarding Process:** Account Manager duties will begin once formal qualification of customer has been completed and duties will include:
 - Internal kick off meeting set up, facilitation and minute taking/publication.
 - Managing financial/legal review of documentation.
 - Sign Family design requests, and coordination of engineering drawings including installation with attachment and production.
 - Work with **NSE** to determine prototyping needs if required.
 - Coordinates internal resources support as needed (i.e. project manager).
 - Assists in defining program/project scope, which includes communication to critical stakeholders. Includes searching/obtaining/tracking site listings, contact names, billing information.
 - Epicor 10: load customer master information if required, ship to, bill to and load part numbers into price list template if required.
 - E-Pattison set up – lead, communicate coordinate site set up if required. Train critical stakeholders (i.e. project management).
 - Credit Department: lead on documentation review if required.
 - Manages hand off meeting and transition to project management team.
 - Overall responsibility is to ensure customer on boarding process is smooth and seamless to customer by managing/coordinating with internal stakeholders.

- 2. Existing Customers, Daily Business Activities:** Serving as the link of communication between key customers and internal teams. Main point of contact for customer inquiries related to current business. Ensures ongoing communications and follow up.
 - The duties for this role are interconnected with providing an enhanced customer experience by managing projects and deadlines.
 - Proactive with resolving conflicts or challenges by working internally with PSG critical stakeholders when necessary. This could be related to a specific project, order, job or service.
 - Reads and interprets architectural drawings and site surveys in relation to meeting customer brand standards. Provides/communicates brand recommendations as needed.
 - E10 Work/order submission: creates/enters all pertinent information (case, tasks related to design, surveys, and estimates) when submitting orders.
 - Support **NSE** with planning and delivery of sales presentations.
 - Nurturing business relationships with key internal stakeholders Project Managers, Operations and Service. The KAM is the main point of contact for internal stakeholders when communicating status of an order, challenges etc.