



Account Manager

Reporting to: Commercial Director

Job Location: Milton Keynes

Department: Sales

The Company

When it comes to designing, manufacturing, and distributing party products, Amscan leads the way. With over 70 years' experience we bring exciting, innovative ranges for all occasions to more than 40,000 retailers around the world. At Amscan we pride ourselves on offering great products at competitive prices, combined with expert advice. We provide a One Stop Shop solution across the three main categories of party, balloons and costumes totalling over 12,000 products in the UK.

Our aim is to be the market leader in the Party, Balloon and Dress Up categories, the best product, the best service, the best place to work.

Scope and Remit

The key objectives of this role are to oversee the day to day running of the accounts and to manage the portfolio of different customers. The post holder will be responsible for determining sales strategies, building strong relationships with our clients, responding to queries, negotiating effectively and selling our products in a professional manner. Our Account Managers monitor and review their accounts regularly providing detailed financial and sales reports to Senior Managers.

Core Duties

- Manage a portfolio of client accounts.
- Build and maintain strong relationships with clients through regular contact and meetings and travelling to them where possible.
- Act as the first point of contact for client questions and requests.
- Liaise with other departments in the organisation to facilitate client requests.
- Define and implement sales strategy within your accounts using S.M.A.R.T. guidelines.
- Identify new client relationships and make pitches to potential new clients.
- Give presentations about the organisation and products.
- Manage a budget and achieve set financial targets.
- Generate accurate reports on the status of existing accounts and new business opportunities.
- Maintain an understanding of the customer, market, competition and consider these when building a strategy for the customer.
- Ensure an interest and understanding of the products we supply and all stages from development to fulfilment.

- Competent knowledge of the critical path for domestic and FOB business, and maximise on opportunities for your customer base

Day to day expectations:

- Primary key contact for all clients within your remit.
- Schedule regular meetings with customers to update on sales, risks, opportunities and implement follow up actions.
- Undertake regular reviews on sales and margin performance, addressing any concerns to mitigate risk and any opportunities.
- Document and follow up on price negotiations with customer's response.
- Undertake regular customer and competitor analysis of market, including regular store visits and quarterly reports.
- Follow up with buyers in line with critical paths on every day and seasonal orders to ensure orders are received in time to be delivered and fulfilled.
- Handle general, product and delivery enquiries in an efficient manner to the Company's and customer's satisfaction.
- Project manage the introduction of new ranges and range refreshes including writing proposals specifying target pricing, volumes, store layout and timelines.
- Monitor and manage accounts regarding status and resolution of orders "on hold" or payment issues and work with customer to find solutions.
- Agree price quotations and manage and agree pricing proposals with the customer.
- Obtain sales figures from customers for both domestic and FOB sales.
- Work closely with sales support team to improve sales figures.
- Review out of stocks and provide suggestions on replacement items and communicate to the customer to ensure no gaps in store.
- Prepare and undertake customer meetings and presentations, and feedback to relevant parties.
- Send out new product information/sell sheets to all customers in your remit.
- Management of bespoke projects and related pricing and critical path.
- The above list of tasks is not exhaustive, and the post holder may be required to take on additional tasks as and when required by the company.

Knowledge, training and experience required

Skills

- Excellent communication skills – both verbal (via telephone and face to face) and written
- Strong and highly competent presentation skills
- Ability to build trusted relationships with clients
- Negotiation and selling, with a good eye for product
- Organisation and prioritisation
- Time and workload management with ability to meet multiple deadlines
- Literate in Microsoft Office with an intermediate level of Excel and Powerpoint knowledge
- Project Management
- Financial Data acumen

Other Requirements

- Holds full UK driving license and willingness to travel in the UK

Key behaviours and personal attributes

Embrace the Amscan family values by being:

- **Positive and demonstrating an enthusiastic and 'can do' attitude**
- **Respectful, supportive and empowering your colleagues**
- **Proactive, and turning problems into solutions and learning opportunities**
- **Customer focused and striving for success**
- **Team oriented, balancing hard work with our passion for a party**