

Key Account Manager

Basic Job Information

Job Title	Key Account Manager
Brand/Function	Audi, VWPC, VWCV
Department	AUDI,VWPC: Fleet Sales VWCV: Sales
Job Grade	D/D2
Location	Field Force
Role Reports to	National Fleet Manager
Direct Reports	0
Budget Accountability	No

Job Purpose

Responsible for pro-actively seeking new business opportunities and delivering key account sales volume in line with budget planning.

Establishing and developing strong relationships with all existing and new customers.
Ownership of the customer relationship and the development of the brand proposition (both sales and aftersales) across the client base (VWCV specific).

Key Areas of Responsibility

- Increase key account / sales channel annual sales volumes in line with brand growth aspirations as agreed with National Fleet Manager / Head of Direct Sales
- Establish Territory Development plan to ensure Group Fleet Services Business Centre are aligned to optimising sales territory customer / prospecting opportunities.
- To deliver an agreed amount of new proposals and new key account agreements as determined by the National Fleet Manager / Head of Direct Sales
- Develop loyalty and increase customer satisfaction with existing key accounts through excellent account management
- To maintain a strong commercial understanding of both the market and competitors and be quick and agile to respond accordingly.
- To act as a key conduit for the customer within the brand, assuming ultimate responsibility for the provision and operation of vehicles within the clients fleet (VWCV specific)
- Act as a point of escalation for the customer within the brand for resolution of queries and operational issues where the network or support systems do not provide resolution (VWCV specific)
- Legal Framework: Understand, communicate and work within any revised legal framework based on the introduction of any other new Sales Channels
- Ensure any revised ways of working are captured formally, introduced into the VWGUK/Brand processes and recorded in-line with Audit & Legal guidelines.
- Task ownership and responsibility for operational matters. Have an active involvement in any business transformation projects and workstreams

- Support and take an active role in the establishment of the new processes, technology, ways of working, rules of engagement and business needs relating to business transformation projects.

Compliance Responsibility

Working Relationships

- AFM team
- Contract Hire team
- VWFS Fleet
- External leasing companies
- Brand corporate customers
- Group Fleet Services

Skills

- Strong communication and presentation skills
- Highly effective influencing and negotiation skills across a range of senior stakeholders
- Proven ability to achieve commercial targets and objectives
- High commercial awareness and acumen
- Effective relationship building

Experience

- Understanding of the fleet market with Account management and B2B sales experience

Qualifications

Career Pathways

Version Control

Date	Version No.	Reviewed by	Comments/Action

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