

## Account Manager Hemostasis

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Company: Werfen

Location: Belgium

Category: business-and-financial-operations

### Overview

Post Date January 2, Number WEBBX-- Job Function Sales Location Wallonia Area Country Belgium

### About the Position

**J O B D E S C R I P T I O N** :AccountManager

**J o b D e t a i l s**

**C o u n t r y** :Benelux/Wallonia

**D e p a r t m e n t** :Sales,Hemostasis

**J o b S u m m a r y**

To develop sales in the territory by promoting all products, services, and solutions available in the Autoimmunity Division portfolio. This position requires developing strong relationships with customers and good communication with all areas while simultaneously following the marketing actions provided by Marketing & Product Manager/Specialist for the Hemostasis portfolio.

Contributes to the attainment of individual, area and company goals and objectives, including the maximization of customer satisfaction and the profitability for the company. Serves as a resource within his/her assigned territory, area and nationally. Will be assigned additional duties, including field training for new hires and serving as a field resource.

### Key Accountabilities

- The Account Manager applies the Value Selling® methodology for the management of his opportunities. He/She is responsible for the definition and dynamic management of eValue Prompters® that must be implemented in CRM Fiori. These eValue Prompters® must be

shared with the line manager who will help their development through coaching actions.

- The Account Manager applies the Strategic Selling® methodology when applicable for the management of complex deals. In this case, he/she is responsible for the definition and dynamic management of BlueSheets® or eBlueSheets®. He/she plans regular review meetings of these BlueSheets® in a coaching mode. He/she is responsible for updating them and carrying out the action plans that are defined.
- Carries out ZGP economic studies in compliance with commercial policies. Defines commercial proposals exclusively based on approved ZGP and transmits them to customers. Signs off the final contractual agreement based on figures in ZGP, duly approved.
- The Account Manager must update continuously his/her customer database in the Fiori CRM tool and accurately load his activities:
  - o Customer mapping updates
  - o Competitors installed base updates with the contract end dates and estimated values
  - o Retention, development, and conversion opportunities updates with the contract end dates and values
  - o Activities including visits
  - o Customer contacts
- Responsible for sales in the territory. Initiates and develops relationships with customers, both existing and potential, with focus on new sales opportunities.
- Is able to segment the market and actively map the market to have a detailed understanding of the opportunities, according to corporate procedures and tools.
- Prepares an annual/pluriannual territory business plan with consideration of corporate and area objectives.
- Will achieve sales objectives as discussed with management, both on annual and pluriannual terms.
- Strives to maintain and improve the satisfaction of existing customers, while maximizing the profitability for the company.
- Leads the closing of key accounts in his/her area of responsibility.
- Stimulates the promotion of events (scientific and others) to reinforce the image and the branding of the company.
- Analyzes existing and anticipated customer requirements and promotes consideration and purchase of company products and services.
- Prepares visits to customers and coordinates with other colleagues if any support needed.
- Gives presentations to customers. Prepares and delivers effective product/solutions/sales

presentations(in collaboration with other relevant members of the organization when needed).

- Will achieve and maintain a high level of competency in knowledge of and positioning of the Autoimmunity Division portfolio products, solutions, and services. Strives to achieve similar competency regarding competitive systems to better position ourselves against competitors.
- Recognizes challenges, opportunities and needs in the field and takes the initiative to develop supporting pieces to address them accordingly.
- Resolves conflicts/problems that arise with customers.
- Provides regular information related to open and future possibilities (those to be closed within 12 months). Continuously updates the status of ongoing leads in the company Database.
- Aware of new tenders to be published in the next months.
- Has the capability to Value the company's product/solutions in terms of im

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