

# ROLE PROFILE

<b>Position Title:</b> Senior Account Executive	<b>Reporting to:</b> Manager SMB Telemarketing
<b>Business Unit:</b> Business	
<b>Division:</b> Business Accounts	<b>Department:</b> SMB Accounts

## A. ROLE AND CONTEXT

<p><b>Purpose:</b> This role is responsible for delivery of revenue, profitability &amp; customer satisfaction targets from the allocated accounts through building client relationships and effectively generating leads and converting lead to orders.</p>	<p><b>Functional Context:</b> Ooredoo's Business BU is a critical part of the company's first line customer facing activities for all Business Accounts and has a significant role to play in long term business value creation through product design, achievement of sales revenue, profit and customer satisfaction, as defined in the annual business plans. The department supports the realization of Business Sales goals by leading, managing &amp; owning the account portfolios and ensuring effective delivery of Business Sales goals &amp; targets. They are responsible for all activities that are geared towards creating value for Ooredoo whilst minimizing churn and maximizing acquisition, retention and spend of Ooredoo's customers by the effective management and direction of the overall B2B Sales.</p>
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## B. ROLE ACCOUNTABILITIES

- Takes responsibility to develop and leads all sales opportunities at assigned clients.
- Organizes regular account reviews with segment head of accounts and Strategic planning team to review progress and identify opportunities.
- Co-ordinates with pre sales and strategic planning on product roadmaps and partnership needs, identifies high potential products / solutions and co-develops strategies to maximize product penetration.
- Supports in establishing standard pricing offers and builds business case templates for complex solutions.
- Supports the development and review of sales pipelines and updates pipeline regularly based on targets and market development.
- Actively manages the quality and consistency of customer's end-to-end customer experience in line with Ooredoo's customer satisfaction criteria and index, promoting a strong customer focused culture through the unit.
- Ensures process and workflows are managed effectively and are regularly reviewed in order to constantly seek to improve levels of service delivery to customers.
- Works with Business Segmentation in Consumer to provide input into the development and implementation of customer retention programs tailored to the needs of customers.
- Supports Consumer in managing and implementing offers, promotions and campaigns.

## C. SCOPE AND INTERACTIONS

<b>Direct Revenue Responsibility:</b> No <b>Direct Budget Responsibility:</b> No <b>Direct People Management Responsibility:</b> No	<b>Primary Interactions (Internal/External)</b>	
	<b>Internal Relationships:</b> Cross Functional	<b>External Relationships:</b> Vendors Business Partners

## D. KEY PERFORMANCE INDICATORS (KPI)

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- Achievement of revenue targets.
- Achievement of profit targets.
- Increase in client base & revenue through New Business
- Product wise revenue contribution.
- Lead conversion ratio
- Customer satisfaction as measured by external survey.
- ICT penetration as % of total revenue

## E. EXPERIENCE, QUALIFICATIONS AND SKILLS

<b>Minimum Experience, Essential Knowledge &amp; Skills</b>	<b>Minimum Entry Qualifications</b>
5 years' experience in a similar role.	Bachelor's Degree in Business Administration or Marketing or Engineering
Experience in selling telecom, IT or similar technologies to major international customers.	<b>Preferred Certifications / Other Qualifications</b>
	Any Relevant Certifications

<u>Technical Competencies</u>	<u>Required Level</u>	<u>Behavioural Competencies</u>	<u>Required Level</u>
CUSTOMER EXPERIENCE	Intermediate	Customer Focus	Intermediate
GO TO MARKET	Basic	Creative Thinking	Intermediate
B2B ACCOUNT MANAGEMENT	Intermediate	Quality and Continuous Improvement	Intermediate
INDUSTRY DEVELOPMENT	Intermediate	Promoting Teamwork	Intermediate
CONSULTATIVE SALES	Intermediate		
PLANNING + (P&L FIT)	Basic		
<b>Competency Level (Reference Range)</b>	Basic	Intermediate	Advanced
	Low	>----->	>----->High