

ROLE PROFILE

Position Title: Senior Manager Strategic Accounts	Reporting to: Director Strategic Accounts
Business Unit: Business	
Division: Business Accounts	Department: Strategic Account Management

A. ROLE AND CONTEXT

<p>Purpose: This role is responsible for delivery of revenue, profitability & customer satisfaction targets from the allocated accounts through building client relationships and effectively generating leads and converting lead to orders.</p>	<p>Functional Context: 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 & owning the account portfolios and ensuring effective delivery of Business Sales goals & 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

- Defines, develops and delivers sales strategy to deliver revenue and profitability targets for allocated Accounts in line with Business BU and Business Sales Strategy.
- Takes responsibility to develop and lead all sales opportunities at assigned clients.
- 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.
- Acts responsible for owning account planning and forecasting for Accounts.
- Develops and reviews sales pipelines and updates pipeline regularly based on targets and market development.
- Organizes regular account reviews with segment head of accounts and Strategic planning team to review progress and identify opportunities.
- Builds relationships across client hierarchy to introduce new products, enhances wallet share, up-sell and drives customer agenda.
- Supports pre-sales, Consumer and Business to develop / conceptualize new products and solutions by providing customer feedback.
- Liaises with post sales specialists to ensure high quality service delivery.
- Acts responsible for owning account planning and forecasting for all allocated accounts.
- Oversees the effective development, implementation and administration of all operating policies and procedures to maximise customer satisfaction, retention & profitability.
- 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.
- Supports Consumer in managing and implementing offers, promotions and campaigns.
- Tracks own targets and monitors achievement against forecasts and updates plans based on business outlook.

C. SCOPE AND INTERACTIONS

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

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D. KEY PERFORMANCE INDICATORS (KPI)

- 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

Minimum Experience, Essential Knowledge & Skills 10 years' experience in a similar role. Experience in selling telecom, IT or similar technologies to major international customers.	Minimum Entry Qualifications Bachelor's Degree in Business Administration or Management or Engineering Preferred Certifications / Other Qualifications Any Relevant Certifications
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<u>Technical Competencies</u>	<u>Required Level</u>	<u>Behavioural Competencies</u>	<u>Required Level</u>
CUSTOMER EXPERIENCE	Advanced	Building Customer Value	Intermediate
GO TO MARKET	Intermediate	Delivering Results & Fostering Collaboration	Intermediate
B2B ACCOUNT MANAGEMENT	Advanced	Shaping Strategy	Intermediate
INDUSTRY DEVELOPMENT	Intermediate	Driving Change	Basic
CONSULTATIVE SALES	Advanced	Networking and Influencing Collaboratively	Basic
PLANNING + (P&L FIT)	Intermediate	Leading Teams	Basic
Competency Level (Reference Range)	Basic	Intermediate	Advanced
	Low >----->	>----->	>----->High