



## Key Accounts Manager

**Job Title:**

Key Accounts Manager

**Place of Work:**

Based in Cape Town at Tiny Keg Can Co

**Scope and General Purpose:**

Handling current key accounts, project management and new business development coupled with the technical sales experience and an understanding of the beverage and canning industry

**Responsible to:**

Customer Success Manager

**Liases with:**

Production Team

Quality Team

Finance Team

**Key Performance Areas**

Please refer to the next page for areas in which your performance in this role will be measured.



## Key Accounts Manager

### Key Performance Areas

#### Customer Relationship Building

*Objectives:*

Servicing existing key customer accounts by way of regular communication through customer visits, email and telephones calls. Ensuring efficient and timeous information from customer to production

*Actions:*

- Champion companies values of flexibility, quality, learning, collaboration and partnership building
- Develop and maintain strong relationships with key accounts, understanding their
- Provide solutions based approach to customer needs through expert knowledge of their business needs, challenges, and goals
- Responsible for all for effective flow of information between customers, sales admin, production team
- Provide regular updates on key account performance, competitive landscape, and market trends to the senior management team.

#### Project Management

*Objectives:*

Co-ordination delivery of projects across departments to meet Key account customers needs

*Actions:*

- Work closely with, planning warehouse, production, finance and sales admin teams to align customer needs and requirements with Tiny Keg operations
- Including Forecasting customer canning requirements

#### Technical

*Objectives:*

Help Guide customers through canning beverages with sound technical understanding of both liquids and canning practices

*Actions:*

- Thoroughly understand the entire product/service that is offered by the Company.
- Have expert technical knowledge of liquid preparation and beverage canning process



## Key Accounts Manager

### Customer Retention

*Objectives:*

Ensure customer attrition through effective feedback loops.

*Actions:*

- Monitor customer satisfaction levels and ensure timely resolutions for any issues or concerns to foster loyalty and retain key accounts.
- Create and maintain feedback loops
- Regular feedback to be provided to the Customer Success Manager and leadership team
- Regular feedback on any issues or problems that customers are facing and how these could be improved
- Working closely with Production, Quality and Finance to ensure high quality, consistent service.

### New Business Development

*Objectives:*

Identifying opportunities for new business from new customers for the products and services that the Company provides

*Actions:*

- Introducing the Company to new potential customers and actively showcasing what the Company can offer
- Work closely with Customer Success Manager to deliver accordingly on new ideas/projects