

Job Description



Title:	Key Account Manager	
Date Originated:	10/27/15	Date Revised:
Reports to: (Title)	V.P. of Sales & Marketing	
Mission Statement:	<ul style="list-style-type: none"> ➤ Maximize HED® sales and profitability with specific accounts by pro-actively identifying, qualifying, and closing new business along with maximizing profitability with current business. ➤ Develop and execute growth and penetration plans at our key accounts. ➤ Assure customer satisfaction and minimize HED® costs by managing all aspects of customer accounts from specifying and quoting HED® products through supporting the entire development and production life cycle of the products with key cross-functional customer contacts ➤ Foster a mutual beneficial partnership relationship with our strategic accounts 	
Categories:	Essential Job Responsibilities:	
Sales & Account Management	<ul style="list-style-type: none"> ➤ Prospect, qualify, and present HED® products to specific existing accounts ➤ Manage the RFQ quotation process to propose HED® products and vehicles systems to OEM customers ➤ Insure adequate communications with and satisfaction of key contacts at HED® customers across all functional areas as needed such as engineering, purchasing, manufacturing, and marketing ➤ Develop comprehensive system/product proposals for our customers technical requirements ➤ Optimize margins with specific accounts by reducing internal costs and maximizing pricing to customer ➤ Foster multi-level relationship throughout all departments at the accounts ➤ Develop C-Suite relationships at key accounts ➤ Coordinate resources at HED® to respond to customer demands; be a customer advocate within HED® (purchasing, engineering, operations, sales, and management) ➤ Propose innovative product, systems, logistics, and other solutions to minimize account support costs while still satisfying the customer; be an HED® advocate to the customer ➤ Participate in obtaining and building sales forecast data for the designated accounts ➤ Manage the engineering change process for current parts ➤ Integrate account information into HED CRM program 	
Systems Integration	<ul style="list-style-type: none"> ➤ Capture and document the customer needs for specific applications ➤ Based on customer needs, develop a comprehensive solution with Application Engineering that meets or exceeds those needs. Document, communicate and differentiate the solution to our customer in a proposal and/or presentation 	
Technical skills / Competence required:	<ul style="list-style-type: none"> ➤ BS degree in Business or Engineering and 5 or more years in technical sales engineering/account management role with engineered solutions ➤ MBA preferred ➤ Highly motivated ➤ Excellent communication (written, presentation, verbal) and interpersonal skills ➤ Demonstrated ability to identify, qualify, and close key prospect accounts ➤ Strong project management skills ➤ Customer empathy / customer advocate mentality ➤ Ability to work independently to set daily priorities and workload ➤ Strong leadership qualities with a demonstrated capability to influence others and the ability to excel in a matrix organization 	

	➤ Willingness to travel up to 75% of the time	
Relationships:	➤ Works cross functionally with all functional departments to insure customer satisfaction. Works particularly with Sales Management for customer and market strategy implementation, Product Management for pricing guidance, Applications Engineering to insure best practices for product application, and Customer Service to insure proper acknowledgement and delivery of product and support for quality related issues.	
Employee Signature:		Date:
Manager Signature:		Date:
Top Management Signature (Manager "N+2"):		Date:

The statements herein are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required of personnel so classified.