

Agency Account Manager

JOB SPECIFICATION

Employer	Data Locator Group Ltd	Reports to	Group Sales Director
Hours	Mon to Fri 9am - 5:30pm (Full Time)	Salary	Competitive
Location	Office Based (Watford)		

Job Purpose

DLG and PDV are embarking upon an exciting new project to re-invigorate the Transactis mail order database by combining it with our market leading lifestyle database to create a completely new offering in the market. We have ambitious growth targets and to help us achieve these we need an experienced Account Manager to manage our media agency accounts; including new agency business development and to cross sell and up-sell the Transactis data product suite. This is an exciting opportunity for someone to really make a mark in a high profile role with a new market leading product.

Key Responsibilities:

- Negotiate and generate maximum sales through each assigned account
- Accurately forecast revenue from these accounts
- Maintain continuous communication to develop strong working relationships
- Proactively look for opportunities for growth and identify business trends early
- Respond to agency briefs in a professional and timely manner
- Attend sales and account management meetings
- Attend industry parties, awards dinners and hospitality events while representing DLG
- Identify new data sales opportunities
- To follow the DLG consultative sales process by carrying out an appropriate fact find to help establish the client's needs in order to needs
- To build, develop and enhance relationships with new clients through corporate hospitality and client entertainment
- To arrange and attend face-to-face client meetings for larger sales opportunities
- To plan, create and present sales presentations
- To manage the client's expectations to ensure we deliver on our commitments to DLG agreed SLA's
- To update client information on the CRM system
- To liaise with the Finance department to ensure that clients remain up to date with payments
- To communicate with the production team and design to ensure that campaigns are delivered within the agreed SLA's
- To handle all client queries and complaints swiftly and in accordance with the agreed company process

Key Skills and Experience:

Essential:

- At least three years experience in a Data Sales role where you can demonstrate success in selling in a B2B environment
- Sales skills – a thorough understanding of the agency buying process
- Ability to build an effective pipeline and forecast accurately
- Excellent telephone communication skills
- Ability to build and maintain client relationships

- Able to work off own initiative
- Strong negotiation skills
- Strong presentation skills
- Experience of working to and achieving challenging targets
- A good understanding of traditional Direct Marketing, Profiling, and Test and Learn strategies

Desirable:

- Experience of working in Mail Order.

How to apply

Email your **CV** to:

HR Manager at recruitment@dlg.co.uk