



Document: Job Specification
Role: Account Director
Location: Spring Hill Office Park, Unit 10, Wheatfields, Harborough Road, Pitsford, Northamptonshire, NN6 9AA
Further Areas: www.resultsglobal.com
of Reference

Results Global Marketing Solutions Ltd – An Introduction

Why: Results was established in 1989 from a belief that Construction and Building Services companies would benefit from the ability to 'buy in' the relevant sales & business development expertise required to take their products and services to market more effectively. The need existed in 1989 and due to an increasingly competitive market place and industry wide lack of quality resource it still exists today.

Areas of Specialty/Client Base: We work exclusively within the Construction, Building Services & Environmental sectors and represent a broad base of consultants, product manufacturers and contractors. We have the in house capabilities to help our clients develop new business throughout all areas of the public and private sectors in addition to the industry Supply Chain; from developer to architect to the facility management company.

What we do: We help our clients achieve their sales objectives and develop new business more effectively. We work closely with our clients to understand their business development requirements and sales objectives and provide a fully managed service that helps them achieve these goals.

A fully managed project consists of;

- Induction/Project Design Meeting (incorporating client awareness training)
- Data provision
- Internal training
- Project delivery (see service details below)
- Ongoing Project & Change Management
- Review Meetings

Services:

'Off the shelf' services do not really work for our clients, therefore we work with them to understand their organization and new business development objectives. We then integrate and combine the required services to provide a solution that meets their individual specific needs and ensure that the project delivers the required benefits to their business. Services include;

- Opportunity Creation/Appointment Setting
- Qualification
- Pipeline Services
- Business & Market Intelligence
- Strategic Development

Go to http://www.resultsglobal.com/html/case_studies/case_studies.html for specific examples of our work.

Results Global Marketing Solutions Limited

The Account Director – Role Overview

This role is a middle management position that takes responsibility for the delivery of our services to a number of clients via a team of Account Representatives/Executives/Managers.

The ultimate aim of this role is two-fold;

- 1) To ensure the highest levels of service and therefore results are experienced by our clients – On the basis that our clients achieve a ROI from our service(s) they are likely to re-invest.
- 2) The ongoing training & development of the team of Account Representatives/Executives & Managers affording continued growth of our business.

In order to achieve the above, general duties will include but will not be limited to;

New Employees

- Involvement in recruitment process.
- Involvement in new employee inductions.

New Client Preparation

- Pre induction preparation
- Attending Induction meetings
- Completion of internal documentation following induction
- Input into database design
- Input into project set-up
- Employee awareness/training

Ongoing Client/Project Management

- Client communication
- Regular reviews of internal reports
- Delivery of regular reports to clients
- Preparation for review meetings
- Attending review meetings
- Effective change management

Employee Training/Development

- Ongoing business development training (incorporating listening to individuals whilst they work)
- Ongoing guidance/training on the administrative elements of the role
- Ongoing development of individual's knowledge of clients, products, services, industry, market etc.
- Ongoing development of character
- Monthly 1-2-1 document completion & discussion
- Involvement in 6-monthly appraisals (per individual)

Account Director – Personal Profile

Skills:

- Ability to take on board and understand new information
- Ability to retain and implement knowledge
- Strong adaptable communication skills
- Good writing skills
- Effective questioning & qualification skills
- Ability to close
- Organisation skills
- Time Management
- Presentation
- Ability to take responsibility
- Initiative
- Training skills
- Reporting
- Liaising with individuals at varying levels
- Ability to develop new business
- PC applications
- Logical thought process

Experience/Knowledge

Note that not all of these are pre-requisites but are taken into consideration.

- Management of teams
- Development of individuals/teams
- Face to face meetings with clients
- Business development
- Construction, building services & environmental sector awareness
- Mentoring
- Leadership

Attitude

- Strong work ethic
- Commitment to continued personal development
- Loyalty
- Commitment
- Initiative
- Personable
- Adaptability
- Buy-In
- Team ethic
- Personal drive
- Trustworthy



The right person:

The right person for this role is hard to find, this is primarily due to the fact that what we do, who we do it for and how we do it, is unique and therefore it is not possible to 'poach' an individual undertaking a similar role from a competitor! With this in mind, anyone employed in this position would require 'hands on' development/training in order to acquire the skills/knowledge to bridge any specific skill/knowledge/experience gaps.

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