



GPX Position Description

Title: Key Account Manager **Country:** India
Reports To: GM / DGM – Sales & Marketing **Location:** Mumbai
Status: Full Time

SUMMARY

Key Account Manager's primary responsibility is to generate Revenue for GPX through getting new customers, sell more product/ services to existing customers.

ESSENTIAL DUTIES

- Hunting activity: Define and execute sales and marketing strategy to win orders from new customers.
 - Generating funnel through calls, mailers and customer meetings.
 - Making customer proposals, presentations, organizing DC visit to achieve Sales target (Order booking and Revenue).
 - Initiating /participating and driving marketing activities participating in seminars, customer forums to build contacts with key decision makers and understand needs of the assigned vertical
 - Regular mailer campaigns for directed and focused messaging
 - Farming Activity: Build relationship with decision makers in existing customers organization for repeat business and grow revenue from the same customer
 - Ensuring timely contract renewals with price revision to increase revenue
 - Supporting commercial team for billing and collection
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SECONDARY DUTIES

Performs related duties as required.



SUPERVISORY RESPONSIBILITY

This position has no supervisory responsibility.

POSITION REQUIREMENTS

These specifications are general guidelines based on the minimum experience normally considered essential to the satisfactory performance of this job. Individual abilities may result in some deviation from these guidelines.

To perform effectively in this position, the candidate must have:

- 5+ years of B2B/ Enterprise Sales
- Excellent Communication skills – written & verbal.
- Interpersonal skills for Customer engagement & relationship building
- Good Analytical skills
- Ability to accurately utilize personal computer with working knowledge which Microsoft Office software including Excel, Word, Access and PPT.
- Ability to work with cross functional team to get work done.

EDUCATIONAL REQUIREMENTS

Graduate degree in Engineering (preferably IT/Electronics/Electrical/Mechanical); and Post-Graduation degree or diploma in Business Administration with specialization in Sales & Marketing domain.