



Role Name	KAM		
Role Summary	Key Accounts Management, Generating Business, Sales, Collection , Realisation, MIS, Brand building, Reconciliation.		
Reporting to	Zonal Head		
Role purpose	To manage high value key builder & key influencer accounts and develop long term relationship. To achieve sales, collection and realisation		
Responsibilities Head	KRA (Key Result Areas)	KPI (Key Performance Indicators)	
Sales	<ul style="list-style-type: none"> Meet the sales Target Increasing sales in Value Added Glass (VAG) 	<ul style="list-style-type: none"> PDCA of Budget Vs Actual sales Target Growth in VAG Prepare and submit quotations, negotiate commercial terms and win orders Ensure market coverage to enhance probable customer base Set the technical meeting calendar with customers Understand customer needs and leverage suppliers' range of capabilities into customers needs 	
Finance	<ul style="list-style-type: none"> Collection Realization Account Reconciliation 	<ul style="list-style-type: none"> Deviations and Gaps in collection figures Variance and Credit outstandings Reconciliation of all active customers account as per the defined norms 	
Customer Satisfaction	<ul style="list-style-type: none"> Settlement of Claims Addressal of grievances Ease and accessibility Service levels 	<ul style="list-style-type: none"> Manage high value accounts and key influencer accounts and identify key people within these accounts who influence glass purchase and build strong relationships with them. Identify the key people within key external influencer accounts who influence glass purchase and build strong relationships with them Seek customer feedback and facilitate redressal of any complaints/ issues Tap into wider resources and skills within own organization to develop client/partner solution Coordinate with internal departments to ensure timely delivery of product Supply of samples and promotional material to customer 	
Manpower Development	<ul style="list-style-type: none"> To identify and implement development initiatives for self and 	<ul style="list-style-type: none"> Number of trainings attended/conducted. Regular briefing about the product and Company policies 	
MIS	<ul style="list-style-type: none"> PDCA approach (Gap analysis) of set Targets VS Actuals , monthly MIS of sales 	<ul style="list-style-type: none"> Gaps to be identified-BudgetVsActual based on monthly MIS report 	
Competitors activities	<ul style="list-style-type: none"> Information about competitors activities prices, service, Market Share 	<ul style="list-style-type: none"> Timely feedback to the management in order to streamline their decision on Product, Pricing , Service 	
REQUIREMENTS			
Knowledge	Key Accounts Management	(Experience- No.Of Years)& (Expected Background)	5 to 10 years.
	Knowledge in construction & building material		
	M.S. office. Development of new Business		
Skills	Good Communications, Managerial Skills especially Planning , Negotiation skills, Leadership, Decision Making	Qualification	B. Tech / MBA / Diploma in Foreign Trade
INTERACTION			
Internal	Customers	Other External	
PLANTS, CSD, ACCOUNTS, EXPORT LOGISTICS TEAM	Builders/ Influencers		