



Role Name	Key Account Manager (North)	
Reporting to	Unit Head - (OEM - Sales & Marketing)	
Role Purpose	To improve customer satisfaction & protect and enhance AIS share of business and profitability.	
Responsibilities Heads	KRA (Key Result Areas)	KPI (Key Performance Indicators)
Customer Account Management	<ul style="list-style-type: none"> -Ensure timely response towards customer QCDDM expectations and target timely closure of key issues. -Regular engagement with plant functions to proactively understand open issues and ensure timely closure. -Regular visit and interaction with key stakeholders at customer to understand existing and new issues and take timely action. -To protect and sustain existing business share by regular engagement of all key stakeholders of the company with customer. 	<ul style="list-style-type: none"> Customer vendor rating Vendor Awards No. of complaints received Customer visit schedule Closing of open issues as per target (QCDDM) VOC meeting Customer engagement plan
Business Development	<ul style="list-style-type: none"> - To target business win for new programs as per plan - To promote New Technology products and solutions with customer - To increase scope of value added services with customer - To generate new enquiries with the help of existing contacts to increase revenue 	<ul style="list-style-type: none"> - New Business Win Loss ratio - Program Profitability - New Technology / Value Added Services as a percentage of sales.
Profitability	<ul style="list-style-type: none"> - Maintain program profitability as per budget - Ensure recovery of cost impact from customer as per company policy - Timely settlement of new program price before SOP - Ensure price revision as per schedule and as agreed with customer 	<ul style="list-style-type: none"> - Program profitability - Price increase budget vs. actual
Sales Forecasting and control	<ul style="list-style-type: none"> Mid term Planning Annual Planning Monthly Planning, weekly planning Sales forecasting accuracy 	<ul style="list-style-type: none"> Monitoring of industry trend through primary and secondary data Timely submission of sales plan Monitoring and control of sales plan (CSP) Variation in sales plan vs actual
Sales	Achieve sales as per target	<ul style="list-style-type: none"> Budgeted sales vs actual Share of business Loss in sales
Competitor mapping	To monitor competitor activities in order to define company strategy and response to customers	<ul style="list-style-type: none"> 3C report (Company, Customer , Competitor) Competitor share of business Competitor activity at customer end (customer visit, PPM, Delivery performance etc.) Competitor technology & product upgradation
Receivables control	<ul style="list-style-type: none"> Collection of payment as per agreed terms in order to ensure cash flow Customer credit control as per policy 	<ul style="list-style-type: none"> Payment receipt (plan vs actual) Customer outstanding & overdues Bad debt and payment at risk
System adherence	<ul style="list-style-type: none"> To implement and maintain systems/processes like TS-16949, TQM & ISO - 14001 Order to Cash for improvement productivity and control 	Number of Non- conformities (External/ Internal)
Key Initiatives	<ul style="list-style-type: none"> - Work closely with MD & CEO's office towards meeting customer top management expectation from suppliers -Work under guidance of MD & CEO towards meeting key objectives of customer supplier club. - Extensive collaboration and engagement with customer key suppliers as part of supplier club initiatives and activities. 	- Supplier Club key activities calendar

REQUIREMENTS		
Knowledge	<ul style="list-style-type: none"> -Auto Industry - Customer Account Management 	Experience (Number of years) 15 Years
Skills	<ul style="list-style-type: none"> - Customer Relationship Management - Handling of MSIL / SMG account - Pricing & Negotiation skills - Communication (Written & Spoken) - Proficiency in computer (MS Office) - Business Finance 	Qualification (i) BE plus MBA Marketing or (ii) MBA Marketing