

JOB DESCRIPTION

Account Executive (AE) - Sales

PURPOSE

The Account Executive (AE) is responsible for generating new business opportunities, driving growth and increasing product revenue, specifically focused on the South African Private Sector. The focus is on one of our five key industry sectors, working with Companies with multi-billion-dollar turnover at C-level and must meet/exceed assigned quotas agreed to on an annual basis.

JOB INFORMATION

Internal Job Title: Sales Account Executive

Department: Sales

Reports To: Managing Director

SUMMARY

The Sales Account Executive's primary responsibilities include prospecting, qualifying, selling and closing new business to existing and net new customers with high potential. The AE brings a Point of View to the Customer engagement; uses all resources to solve customer problems with appropriate IFS products and services. The AE has accountability for increasing revenue of all IFS products/solutions through Software License, Cloud Subscription Revenue and Customer Engagement and retention activities.

ESSENTIAL DUTIES AND ACCOUNTABILITIES

Account and Customer Relationship Management, Sales and Software License and Cloud Subscription Revenue

- Annual Revenue - Achieve / exceed quota targets.
- C Level access – Ability to access C Levels, involving IFS Executive Sponsors.
- Sales strategies - Develops effective and specific account plans to ensure revenue target delivery and sustainable growth. Develop relationships in new and existing customers and leverage to drive strategy through organization.
- Political acumen – ability to understand Customer's powermap, internal and external influencers
- Trusted advisor - Establishes strong management and Cxx relationships based on knowledge of customer requirements and commitment to value (value of counsel and expertise, the value of solutions, the value of implementation expertise). Builds a foundation on which to harvest future business opportunities and accurate account information and coaching.
- Customer Acumen - Actively understand each customer's technology footprint, strategic growth plans, technology strategy and competitive landscape. Review and analyze public information (e.g. new executive appointments, earnings statements, press releases) for the company and its competitors to remain updated on key industry trends and issues impacting the prospect.
- Territory and Account Leadership - Lead designated territory, including accounts, account relationships, prospect profiling, and sales cycles. Encourage all accounts to become IFS references.
- Business Planning – Develop and deliver comprehensive business plan to address customer and prospects priorities and pain points. Utilize benchmarking and ROI data to support the customer's decision process.



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Demand Generation, Pipeline and Opportunity Management

- Pipeline planning - Follow a disciplined approach to maintaining a rolling pipeline. Keep pipeline current and moving up the pipeline curve.
- Pipeline partnerships – Leverage support organizations including Marketing, inside sales, Partners and channels to funnel pipeline into the assigned territory.
- Leverage IFS Solutions – Be proficient in and bring all IFS offers to bear on sales pursuits including Industry Solutions, LOB solutions (ERP, EOI, Enterprise Asset Management and MRO) and technology solutions (Business Analytics, Mobility, Technology, et. al)
- Advance and close sales opportunities - through the successful execution of the sales strategy and roadmap.
- Support all IFS promotions and events in the territory

Sales Excellence

- Sell value.
- Define and position IFS Unique Business Value to address Customer requirement and v's competitors.
- Qualify opportunity (business driver, compelling event), competition, power map and decision process.
- Involve Partner Ecosystem to secure business.
- Create, maintain and leverage the Customer Account Plan to expose, share and develop IFS vision for the customer, both inside IFS as well as with partners and ultimately with the customer.
- Maintain White Space analysis and execution of initiatives (up sell and cross sell) on customer base.
- Orchestrate resources: deploy appropriate teams to execute winning sales.
- Utilize best practice sales models.
- Understand IFS' competition and effectively position solutions against them.
- Maintain CRM system with accurate customer and pipeline information.

Leading a (Virtual) Account Team

- Demonstrates leadership skills in the orchestration of remote teams.
- Ensure account teams (support and service, other Key Account managers) and Partners are well versed in each account's strategy and well positioned for all customer touch points and events.
- Maximize the value of all sales support organizations.

OVERALL REQUIRED COMPETENCE

- Develops long term C-level relationships; anticipates customer needs and ensures high customer satisfaction
- Exceptional communication skills, both written and verbal as well as advanced presentation skills
- Commercially savvy, identifies ROI for the Customer using Business Value Engineering techniques
- Consistent overachievement of sales quota and revenue goals
- Calm under pressure, acts as a problem solver



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- Live the IFS Values

REQUIRED EDUCATION & EXPERIENCE

Essential:

- University degree, or equivalent professional qualifications, in a field relevant for the functional area or responsibility.
- 10+ years of experience in sales of complex business software / IT solutions / start-up and/or management consulting experience with a value sell mentality.
- 3-5 years' experience in a similar sales account manager role selling to C-level executives, supporting the largest and highest profile customers
- Proven track record in complex sales at C-level with a collaborative and impactful manner.
- Experience in lead role of a team-selling environment.
- Demonstrated success with large transactions, transformation and lengthy sales campaigns in a fast-paced, consultative and competitive market.
- Experience in one of our five core industries (Aerospace & Defense, Energy, Utilities & Resources, Engineering, Construction & Infrastructure, Manufacturing, Service)
- Business level English: Fluent
- Local language: Fluent, Business Level

The content in this document reflects the primary focus but is not exhaustive and can be subject to changes in accordance with evolving business needs without prior notice.