

Key Account Manager Pet Speciality Retail

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Company: Mars

Location: Veghel

Category: other-general

Job Description

:As Key Account Manager within the PSR Team (Pet Specialty Retail), you're responsible for driving profitable sales growth for Offline NL Key Accounts. Within this role you maintain strong relationships with internal and external stakeholders alongside the execution of our customer plans to achieve total team and account specific goals. This multidimensional and challenging role is also the step up for a further career within our Sales community (e.g.

KAM T2). **Key Responsibilities**

Responsible for creating & implementation of the Annual Operating Plan of these Key Accounts (KA);

Negotiate yearly Trade Term Agreements & follow up during the year (Trade Term Compliancy);

Pro-actively maintaining a strong relationship and developing SMART Customer Engagement Plans to unlock additional, mutual & sustainable growth;

Special focus on Perfect Store Execution and Prescription to further drive the premiumness of our brand as seen by the shopper and our partners;

Develop & coordinate the different specific promotional (tailor-made) plans for each KA and strong focus on promotion effectiveness;

Fact based participation in the total process of forecasting, to minimize internal & external business disruptions;

Manage account specific budgets in line with planned financial shape and with a purpose to ensure the healthy financial development of the KA;

Support Field by taking the lead in managing the TOP 5 Field Accounts to develop & deploying tailor-made plans and negotiate yearly agreements.

Key Behavior

Consistently follows the meaning & intent of Royal Canin policies & standards and serve as a sincere positive role model by establishing and adhering to high ethical standards of doing business (e.g. the Mars 5 principles);

Acting as an undisputedly appreciated team player by stimulating a high performing team where everybody feels respected, supporting others when needed & can be counted on to speak with truth & candor;

Showing an open & positive mindset for improvement & innovative ideas, demonstrating a pro-active attitude during meetings, projects & tasks and come up with new ideas for challenges & tools what needs improvement.

Context and Scope

The priority of this position is to develop the potential of these accounts and support the commercial network to implement the strategy designed for these accounts that represent a important portion of our NSV.

The jobholder negotiates independently with counterparts in the HQ of each key-account.

Internally, the jobholder interacts strongly with colleagues from Sales, Marketing, Finance and Logistics to ensure customer satisfaction and planned profitable growth.

Job Specifications/Qualifications

1. Education & Professional Qualification

University degree (M.Sc or B.Sc) in Economics or Business

Higher Education (HBO/HEAO) with a preference for Sales/ Commerce

2. Knowledge/Experience

> 3y Sales experience preferably in a Multinational / Grocery Channel

Strong with Microsoft Office (e.g. Excel, PowerPoint)

Fluent in English and Dutch

What can you expect from Mars?

Work with over 130,000 diverse and talented Associates, all guided by the Five Principles.

Join a purpose driven company, where we're striving to build the world we want tomorrow, today.

Best-in-class learning and development support from day one, including access to our in-house Mars University.

An industry competitive salary and benefits package, including company bonus.

Mars is an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law. If you need assistance or an accommodation during the application process because of a disability, it is available upon request. The company is pleased to provide such assistance, and no applicant will be penalized as a result of such a request.

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