

JOB DESCRIPTION

Date: July 21, 2024

Job Title: Key Accounts Sales Manager

FLSA: Exempt

Reports To: Vice President of Sales Department: Sales

Job Summary

The Key Accounts Sales Manager is responsible for selling all Harvest House Publishers front and backlist titles to a variety of key accounts, including General Market, Christian Retail, and specialty outlets. Effective selling will occur through excellent verbal, digital (email), and custom designed presentations according to the needs of each account. Being the point person responsible for each assigned account, the primary objective of this position is to grow sales based on a trusting relationship.

Success in this position requires knowledge of each new title released and the ability to leverage the unique advantages (e.g., title and content positioning, author platform, prior sales history) of each title. Equally important is the ability to develop a knowledgeable, respectful relationship with buyers. This position requires a thorough understanding of account sales history, consumer interests and trends, an ability to travel as needed (up to 25% of the time), and someone who passionately enjoys challenges and exemplifies a consummate growth mindset.

The Key Accounts Sales Manager will work closely with the Vice President of Sales, Director of Sales, and the International and Ministries Sales Manager.

Responsibilities

- Develop and maintain strong, productive relationships with key retail, wholesale, and special market accounts
- Meet with buyers (in person and/or via Zoom) to present front list titles three times a year and promote key backlist titles; work with VP of Sales to forecast new title buys by account
- Travel to attend a wide variety of company conferences (setting up, tearing down, monitoring and selling at tables/booths)
- Conduct thorough research on each key account assigned in order to learn their business approach, account requirements and guidelines, as well as their service and product preferences and needs
- Monitor and analyze sales data and performance metrics for each assigned account to identify trends and opportunities for new and backlist titles; look for opportunities through analysis of internal sales data, account sales data, and Bookscan sales data
- Based on data analysis, leverage GAP reporting on a regularly scheduled basis with account buyers to build sales of Harvest House titles; point out new title buy omissions, missing or underperforming key backlist titles compared to other accounts in a given channel, and generally promote and maintain an overall strong Harvest House presence in account inventory
- Support the development and execution of strategic plans for assigned key accounts
- Collaborate with internal stakeholders (marketing teams, customer service, operations) in an attempt to meet client expectations and deliver tailored solutions that are consistent with Harvest House sales policies

- Coordinate with each buyer on strategic promotions, merchandising, and product launches, aggressively promoting account participation in appropriate special offers, cross promotion of titles, and in-store and/or catalog placement
- Obtain authorization of VP of Sales on any 'off-schedule' discounts and/or terms to assure compliance with all fair-trade requirements as well as profitability
- Ensure orders are received and fulfilled correctly (price, availability, discount, etc.) and in a timely manner consistent with account needs and in-house procedures; notify Order Fulfillment of any and all corrections
- Proactively resolve or redirect customer issues as they arise and as is appropriate on a case-by-case basis
- At the direction of the VP of Sales, track and report sales targets and assist in achieving growth objectives for each account assigned
- Maintain regular communication with the key account buyers to fully understand their business needs and challenges
- Periodically review account sales progress and performance as well as any account issues with VP of Sales
- As directed by VP of Sales, prepare and forecast budget items as assigned
- Provide accounts with review copies of new and key backlist titles as appropriate, product updates, helpful sales tools, catalogs, etc.
- Participate in any training, formal (i.e., scheduled training events) and informal (i.e., recommended reading, etc.), as directed by VP of Sales in order to grow in professional sales skills
- Research, establish, and develop new accounts in general and Christian market channel
- Conduct research on market trends, competitor activities, and customer insight
- Provide feedback to product development and marketing teams based on customer input
- Strong knowledge of key accounts and the audience each account serves

Requirements

- Ideal personality type:
 - results oriented, competitive, determined
 - self-confident, extrovert and friendly
 - intuitive
 - loyalty
 - energetic, enthusiastic
 - growth mindset
 - verbally persuasive and concise written communication
- Exhibits excellent leadership acumen
- Strong business writing skills
- Basic knowledge of math and retail finance
- Knowledge of general market and/or Christian retail markets is preferred
- Self-motivated and ability to work independently
- Organized and follow-through is essential; must have excellent time management skills
- Ability to work well under pressure and manage multiple tasks simultaneously
- Proficiency in Microsoft Word, Excel, PowerPoint

Qualifications:

Education and Experience

- Bachelor’s degree in Business Administration, Marketing, or related field
- 3 to 5+ years of experience in sales, account management, or a related field
- Experience in publishing or Christian book retail or distribution sectors is a plus

Skills and Competencies

- Strong interpersonal and communication skills
- Analytical mindset with proficiency in Excel and Word
- Excellent organizational skills and attention to detail
- Ability to manage multiple projects and deadlines in a fast-paced environment
- Team-oriented with a proactive, customer-first mindset

Key Performance Indicators (KPIs)

- Sales volume and revenue growth within key accounts
- Customer satisfaction and retention rates
- Accuracy and timeliness of reporting
- Internal collaboration and cross-functional support success

Job Location and Equipment Utilized:

Work is to be performed at the Eugene office location with travel up to 25% of the time. Standard office equipment will be provided, including personal computer with spreadsheets, word processing, and other job-specific software

The statements contained herein reflect general details as necessary to describe the principal functions of this job, the level of knowledge and skill typically required, and the scope of responsibility, but should not be considered an all-inclusive listing of work requirements. Employer may deviate from this job description at any time, with or without notice.

DEPARTMENT APPROVAL: _____ DATE: _____

HUMAN RESOURCES APPROVAL: _____ DATE: _____

EMPLOYEE ACKNOWLEDGMENT: _____ DATE: _____