

Head of Customer Relationship Management

Job Title	Head of Customer Relationship Management
Job Level 16	Manager
Reports to	Director of Sales
Location	Chorley
Salary	DOE

Elite Group is the UK's leading unified communications provider. We're constantly looking for the very best and brightest to join our ranks. We know that a company is only as good as its people. We also know that people can only achieve their best when they're properly supported. That's why we ensure you are given everything you need to do a great job, and you are always rewarded for hard work.

The Role:

As the Head of Customer Relationship Management, you will be accountable for leading and managing a sales team to successfully retain and grow the revenue within a customer base allocated under your management driving both sales and proactive customer retention. You are responsible for all Business Development Managers, Internal Account Managers and Account Directors throughout the UK. Your role will be primarily office based, although customer appointments with members of your team may be required from time to time.

You will be/become knowledgeable for all products and services within the Elite portfolio and have a passion for driving change through technology.

As an integral member of the Elite Sales Management team, you will add value through process change, new ideas and exceptional leadership of our already successful field sales engine. You will be a passionate sales coach and leader and strive to achieve excellence for both your direct reports, Elite Group and yourself.

Activities:

- Responding to escalated customer enquiries in a timely fashion when needed and ensuring your team adhere to the same standard.
- Working with the marketing team to deliver relevant campaigns to existing customers providing a consultative and informative approach to selling our solutions
- Collaborate with the Sales Management team in planning sales activities and setting sales goals for the assigned teams.
- Generate accurate and informative sales reports on a weekly and monthly basis including but not exclusive to forecasting, KPIs, revenue performance, key selling trends, appointments booked, appointments sat, opportunities created, conversion rates, ADP conformance and quality.
- Managing your team to collate ADP information to drive account development opportunities, product roadmap and identify risks to the business.
- Correspond proactively with all Elite customers and employees to maintain positive and long-term business relationship.
- Ensuring best in class proactive account management at all times from your team of Business Development Managers and Account Directors.

- Collaborate with other sales managers to ensure effective coordination in the achievement of Elite Group sales goals.
- Stay abreast of industry trends and market competition through continuous market research and analysis to ensure that Elite customers are being provided with the best and most relevant technology solutions.
- Manage the full recruitment cycle, including interviewing, inductions and training
- Monitor and manage sales expenses, highlighting and managing discrepancies efficiently, and maintaining sales expenditure within the allotted budget.
- Ensure your team build effective business relationships with executive decision-makers in key and managed accounts, by maintaining consistent contact, and providing customers with up to date and relevant information.
- Collate weekly feedback from your BDM / IAM and AD sales to identify sales and marketing opportunities from customer visits.
- Communicate continuously with customers and employees to inform about new products, special promotions, etc.
- Attend industry conferences and events with your team where relevant to your own and team development.
- Hold weekly and monthly forecast, 121 and team meetings
- Effectively manage your team to manage existing key and managed customer accounts with the primary objective to retain and grow.
- Ensure your team have the right knowledge and skill set to succeed in their role by measuring them against the Elite competencies each quarter, creating development plans for improvement and arranging required training sessions through the Elite L & D Manager.
- Proactive account development and customer engagement in order to build pipeline, exceed sales targets, maximize personal and team earning potential.
- Working with your team to proactively resign customer contracts for all products and services.
- Ensure that all field based and Internal Account Managers adhere to company policies and procedures.
- Motivate staff and lead the team to ensure they achieve and exceed sales targets
- Ensure all administration for sales completed in a timely and accurate manner

What we're looking for:

Essential:

- SaaS, IaaS, Unified Communications, Telecommunications or IT Sales Management experience, with a focus on managing field-based account managers, and senior sales team members
- Experience of effectively managing customer relationships to support your sales team to achieve and exceed sales and margin targets
- Previous experience in developing a positive ongoing working relationship with new and existing customers to achieve sales targets
- Excellent management and leadership skills, that are portrayed in your ability to lead an established, highly skilled team of sales professionals
- You will have a demonstrable track record of leading a team of at least five salespeople, motivating, coaching, improving performance, being a point of escalation and supporting the resolution of disputes
- Proven experience in managing difficult conversations and conducting 121's and performance reviews consistently for all your team members
- A confident, innovative and creative approach to customer interactions and resolving

customer issues

- Excellent attention to detail to ensure the information being shared is always accurate and reliable, and right first time.
- Excellent verbal and written communication skills, including public speaking, and presenting to groups of people.
- Demonstrate resilience, self-motivation and a commitment to self-development with a desire to achieve positive outcomes regardless of the challenge, and seek to receive positive feedback
- High level of energy and commitment to drive results and contribute positively to the culture of the business.
- Good commercial acumen and a thorough understanding of the business and industry in which we operate
- A skilled active listener, with demonstrable experience in fulfilling a customer's requirements and understanding their requests and how to deliver to such requests
- A natural sense of empathy to ensure customers are left feeling looked after and cared about
- Troubleshooting and problem-solving skills
- Openness to feedback and a proactive approach when working with others
- Forward-thinking and proactive attitude to work, taking ownership of your team and their targets with the overarching objective to always deliver the best customer experience
- The ability to lead a team, taking your decision-making responsibilities seriously and take a balanced and fair view at all times
- Demonstrable experience of working in a sale and target driven environment, to help your team meet and exceed sales targets and consistently achieve positive customer feedback
- Ability to act with a high level of integrity, with interpersonal skills to demonstrate our Values to both external customers and internal stakeholders
- Openness and resilience to be flexible and adapt in a fast-paced and changing environment, with the ability to respond to change positively and bring your team with you on the journey
- Highly motivated to manage your own workload and responsibilities while keeping your team motivated and encouraged to consistently achieve their targets and be positive role models for their colleagues in the sales team.
- Effective use of time to manage own diary, making appropriate time in schedule to support others, attend customer meetings and work in the Chorley office as required.
- Contributes to the overall success of the business by staying focused on the sales team's performance, sharing knowledge, expertise and resources.
- Full valid UK driving licence as there is a requirement to travel on a regular basis throughout the UK to visit customers and members of your team.
- Whilst Mobile specific experience is desirable, Unified Communications, Connectivity, Voice and/or Technology and Corporate and Enterprise level Management and Leadership experience is a priority and essential for the Head of Customer Relationship Management.

Desirable:

- Intermediate excel skills with experience of CRM/computerised quotation or order taking systems
- Unified Communication solutions knowledge, including products such as Mitel/Gamma/8x8
- An understanding or interest in the technology industry
- Previous experience in telephony, hosted telephony systems, SaaS or IaaS
- Sales qualifications with larger product houses such as Mitel, Gamma, Avaya, BT or TTB
- Reseller and Dealer Mobile Services Sales Management and direct sales experience,



including but not limited to Vodafone, EE and O2 network propositions and IoT, Mobility and MDM solutions

Our Values:

Think Customer –

Demonstrate the drive and ambition to continuously exceed customer expectations
Provide the best customer service and gain feedback on customer experiences
Develop and maintain a firm understanding of the customer journey with Elite, taking into account knowledge of Products, Services and Elite's unique selling point.

Think Improvement –

Challenge business norms and continuously look to improve our processes and procedures with customer experience in mind
Actively contribute to the development of processes and procedures by supporting and adapting to change and voicing innovative ideas
Ability to use your initiative and take ownership in relation to problem solving

Think Ahead –

Demonstrate a prepared and organized approach to a wide range of tasks, meeting deadlines and working unsupervised
Priorities customers' needs paying particular attention to the wider impact of actions on both the customer and other areas of the business
Exhibit a proactive as opposed to reactive approach to tasks

Think Communication –

Ability to effectively distribute complex technical information to customers or relevant departments in a simple and accurate manner
Demonstrating face to face communication skills and the confidence to challenge where appropriate
Be open and transparent in relation to goals and deliverables both internally and externally

Think Teamwork

Ensuring a quality and unique customer experience and journey by working as one team with Elite's goals in mind
Support colleagues by sharing best practice and knowledge to ensure team over individual success
Support our 'One Elite' vision by removing communication and skill barriers between departments and contribute to the overall success of the business

What you'll gain:

- A deeper understanding of Elite Communications division
- Professional & Personal growth opportunities within role
- Supportive leadership
- The opportunity to create an environment in which we celebrate success.
- Working with other leaders within the Elite group to implement change.

Our pledge:



Here at Elite, we always welcome individuality.

We guarantee that your differences will be valued and encouraged, because after all, that's what makes us a better Elite.

From diversity to creativity, we nurture every form of talent no matter your race, gender, age, religion, identity or experience. Our recruitment process ensures Diversity and Inclusion are more than just words, they are our guiding principles.