



VDC Trading Limited VDC House, 4 Brandon Road, Kings Cross, London, England N7 9AA
T +44 (0)20 7700 2777 E sales@vdctrading.com W www.vdctrading.com

Job Title: Relationship Development Manager

Department: Sales

Reporting To: UK Sales Manager

About VDC Trading

VDC are the market leaders in the field of supplying and supporting the Professional Audio, Video and Broadcast, Marine and Construction industries with cables, connectors and related ancillaries, including bespoke and turnkey solutions. The business is experiencing rapid growth, this pivotal role is to support and deliver the continued strategic growth planned for the UK. The core of the role is to develop the existing client portfolio, in addition grow new business prospects and through relationship building, identify their needs and promote the class-leading products our client has available. The Account Manager will be responsible for their own Account portfolio, develop, converting and managing a pipeline of business – providing clients with a first class, professional service.

Job Description:

As an Account Manager you will be running you existing accounts while targeting new business and bringing on new clients for you to manage.

- B2B account development, responsible for own lead sourcing and opportunity generation on the telephone
- Working to key revenue KPI's
- Full 360 Account Management
- Identifying areas of improvement on each selected Account (including KPIs/Revenue/Service levels)
- Maintain the company's CRM: reporting of call activities, entering new client records, sales-order processing
- Provide excellent customer support and response via telephone and e-mail
- Achieving sales targets
- Activity split between existing / new customers: 60/40
- The Account Manager will have strong negotiation skills and be commercially astute with proven Client servicing, account management.



VDC Trading Limited VDC House, 4 Brandon Road, Kings Cross, London, England N7 9AA
T +44 (0)20 7700 2777 E sales@vdctrading.com W www.vdctrading.com

Person Specification

- Proactive and enthusiastic
- A consultative sales approach
- Excellent client facing skills
- Motivated to sell on the phone
- Previous experience of managing key accounts and the ability to demonstrate success in
- Developing relationships with major accounts from a sales or account management background
- Able to communicate at all levels
- Target driven
- Excellent telephone manner; coupled with strong communication skills
- Comfortable leading client meetings face to face

Education and Training

- GCSE Maths and English (A* - C)
- Bachelor's degree in relevant subject (Audio/Music Technology, Media systems) preferred but not essential.
- Professional experience within the AV/Music environment with a technical aptitude is also preferential.