



we're HIRING!

Strategic Account Managers Remote UK Based

To Cover Accounts in East Midlands & East Anglia
live within 1 hour drive of Kettering

Job Overview

Drive preference for Nualtra products and services by effectively communicating our value propositions, executing product campaigns, and ensuring an exceptional customer experience.

About the role

1 Key Objectives

- Achieve territory sales and market share targets.
- Gain Nualtra product listings on local formularies and guidelines.
- Grow usage of sample service.
- Implement ForeFront programmes in targeted accounts.
- Increase adoption of Nualtra's ForeFront tools

2 Key Performance Indicators

- In-call quality performance
- Compliance with our customer relationship management (CRM) system
- Customer activity rates
- Development and execution of strategic account plans
- Management of sales pipelines

3 Key Qualities

- Personal Impact/Rapport building
- Communication Skills
- Integrity
- Conscientiousness
- Achievement Orientation
- Planning and Organisation
- Persuasiveness
- Initiative
- Energy
- Curiosity

4 Target Stakeholders

- Dietitians and Medicine Management Stakeholders



Key Responsibilities



1

Strategic Planning

- Set SMART account goals and objectives.
- Segment accounts according to national frameworks and identify target products and customers.
- Analyse market trends and growth opportunities.
- Identify key stakeholders and build lasting relationships and advocacy for Nualtra's products.
- Understand the local healthcare economy, including market trends, structure, priorities, dietetic services, formulary processes, and financial position.
- Review account position with SWOT analysis and create action plans aligned with account goals.

2

In-Call Quality

- Deliver outstanding customer experiences and adhere to Nualtra's sales methods. Show continuous improvement.
- Demonstrate expertise in product, clinical, and NHS knowledge to effectively deliver Nualtra's value propositions.
- Develop sustainable relationships with key customers to promote Nualtra products and services.

3

Sales Pipeline Management

- Develop, advance, and monitor the pipeline for target products and services.
- Identify key stakeholders: owners, evaluators, advocates, and implementors.
- Forecast value and expected closure dates.
- Document the latest developments and create action plans to advance accounts.

4

Reporting and Forecasting

- Create annual business plans, quarterly forecasts, and monthly sales reports.
- Understand accounts & analyse data to communicate what is happening, why, and suitable actions.
- Accurately forecast sales and plan risk mitigation and corrective measures per business needs.



Sales & Marketing Team Values



Learn

We are curious, seek opportunities to learn & strive for continuous improvement



Do

We solve problems, challenge the status quo, & prioritise customer touchpoints



Respect

We are non-hierarchical and build meaningful connections with each other



Fun

We laugh at each other & ourselves; we don't take ourselves too seriously



Agile

We respond quickly to opportunities & challenges.