



# we're HIRING!

## Strategic Account Managers Remote UK Based

To Cover Accounts in North Wales & West England

### 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

Learn more about Nualtra at: [www.nualtra.com](http://www.nualtra.com)



## 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.