



# NATIONAL ACCOUNT MANAGER

ADAMA AGRICULTURAL SOLUTIONS UK LTD

Working within the Commercial Function and reporting to the Managing Director, National Account Managers will have overall responsibility for the management of ADAMA's business with nominated accounts. On a seasonal basis, this will involve achieving US\$ Gross Profit targets through an agreed product mix.

**Reports to:** Managing Director

**Direct reports:** None

## Key External Contacts

Ongoing dialogue, daily in season & monthly meetings with 50-100 identified regional influencers as follows;

- Customer Buying Team
- Customer Managing Director(S)
- Customer Regional Managers
- Customer Technical Teams
- Key Agronomists

## Key Internal Contacts

Managing Director, Go to Market Director, Regional Agronomy Manager Lead, Other NAMs, RAMs, Operations, Finance, Marketing & Technical teams.

## Core Responsibilities

### Strategic

- Responsible for achieving the annual US\$ gross profit target for assigned customers.
- Develop a 1 and 3 year plan for each account, with buy-in from customers, that is able to deliver mutual gross profit aspirations using models such as price waterfall or incentive plans.
- Form and sustain long term partnership relationships within each account.
- Prepare an account plan for each customer that demonstrates understanding of the strategy, key influencers, competitor relationships and competitiveness of the customer within the market.
- Strategically plan at management level within the account to effectively manage the product portfolio.
- Work with the Technical and Marketing teams to identify medium and long term technical opportunities.
- Act as the Commercial Expert and collaborate fully with a defined Crop Team ensure strategic and financial portfolio goals are achieved.



## Seasonal

- Set and review seasonal sales forecasts with phasing for each account and monitor progress in monthly monitoring of stock levels within the account.
- Work with the Managing Director to understand business KPIs and specific seasonal objectives.
- Work with ADAMA's Finance Team to ensure accurate and timely rebating.
- Where necessary, conduct pre-season technical briefings to customer agronomists to support Regional Agronomy Managers.
- Work with Commercial Analyst to prepare and communicate a seasonal price list to customers.
- Hold monthly meetings with customer buyer and a minimum of 2 F2F meetings per annum with key decision makers in allocated accounts to create and develop solid relationships which facilitate growth.
- Working with Managing Director, Regional Agronomy Managers, Go to Market Director & Technical Manager and Product Manager, co-ordinate spring and autumn technical campaign messages to key distributor, and distributor regional/team leaders, reflecting the technical and commercial priorities of each product.
- Work with Product Managers, Technical Specialists and Regional Agronomy Managers, to effectively co-ordinate and manage the strategic and tactical technical requirements of the account.

## Daily or as required

- Working with ADAMA Operations Manager and Logistics Coordinators to ensure timely delivery and invoicing of products.
- As a minimum, hold monthly meetings with the account buying team to identify any concerns and also opportunities around delivery of the season forecast.
- Supporting the Regional Agronomy Manager to manage customer complaints and working with the Technical and Operations teams to come to satisfactory agreement.
- Reporting back to the Commercial team and other relevant colleagues, significant information through CRM system.
- Report back to the Managing Director and other relevant colleagues, market intelligence (for example competitor intelligence and pricing information) that is clearly evidenced.

## Essential Skills Required

- 5 year industry experience & BASIS Qualified.
- A track record of professional account management in the UK agrochemical or similar sector.
- Able to add value to the customers' business and maximise mutual profit.
- Able to appreciate and willing to effectively execute the wider goals and objectives of the organisation.
- Effective Negotiator.
- Good planner, listener, communicator.
- Confident in presenting to senior, technical and commercial audiences.
- Self-motivated and comfortable working both independently and as part of a wider team.
- Diligent and hard working with a strong desire to succeed.
- Full, clean UK driving licence.
- Good IT Skills. (for example, including Microsoft Office, Sales Force).
- Willing to travel and stay overnight. (in season this can be extensive).



# NATIONAL ACCOUNT MANAGER

## PERSON SPECIFICATION

### UNITE: ADAMA home

- Able to promote inter-departmental working and proven track record working successfully within a team.
- Pro-actively supporting company initiatives and change processes to ensure effective implementation.
- Collaborative: ability to work with others, while accepting and valuing differing opinions and backgrounds.
- The ability to prioritise difference business needs.

### EARN TRUST: Build close & honest relationships

- **Integrity:** Honesty and strong moral principles. Ability to be open honest with everyone, keeping your word. Authentic and respectful to all.
- Open communication: Proactively communicate to build relationships and trust with colleagues and customers. Be involved, not distant. Listen and learn
- Highly professional: effective preparation and presentation, accountable for decisions and results. Committed, confident, responsible, respectful and dependable.
- Ability to develop strong customer relationships and networks that may be of future use to ADAMA.

### OUR VALUES:

### INSPIRE: Set course & motivate

- Understand the ADAMA UK business environment and identify sales development opportunities.
- Be a role model with a sense of pride, passion and confidence in what you do.
- Consistently demonstrate a 'can do' approach even in the face of setbacks.

### PROMOTE: Freedom within a framework

- Self-development: actively seeks personal development opportunities.
- Open to change: see the opportunities in the change to overcome own resistance to it.
- Innovative: thinks creatively, proposing suggestions to add value.

### MAKE US BETTER: Strive for excellent performance

- Taking personal responsibility for the quality and content of your work.
- Successfully addressing key concerns and presenting mutually beneficial solutions.
- Pursue up-to-date knowledge, learn from mistakes and actively seek improvement opportunities.



### GETTING IT DONE

Our get it done attitude drives us to constantly seek better, more effective solutions for our customers with energy and enthusiasm. We roll up our sleeves to meet their challenges, keep our promises and deliver results. That's when we're at our best.



### CREATING SIMPLICITY

We keep things simple. That's because we get how complex and challenging farming and our industry is. We bring a straightforward and clear approach to doing business with our customers and work hard to make farmers' lives easier with effective, easy-to-use solutions. Simplicity.



### EMPOWERING PEOPLE

Each of us has the freedom to act; to bring new ideas to strengthen ADAMA and improve the solutions we provide our customers. We're empowered to take initiative and to think entrepreneurial. This goes together with a commitment to mentor, train, inspire and provide resources to help us perform better.



### PASSION FOR PURPOSE

Our passion is the fuel that propels us. We're passionate about agriculture and the role we play in helping farmers produce the food needed to nourish the planet. We're passionate about seeing ADAMA succeed and in the larger success of our customers, partners and colleagues around the world.