



*Bona US*

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## POSITION DESCRIPTION

**POSITION TITLE:** National Account Manager

**DEPARTMENT:** Retail Sales

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### REPORTING RELATIONSHIPS

**POSITION REPORTS TO:** Strategic Channel Manager

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### POSITION PURPOSE

This individual is responsible for managing and engaging strategic key retail accounts, resulting in the sales of Bona Products. A successful candidate will have established and proven relationships with major chain retailers in the Grocery, Mass, Specialty, Club and/or e-Commerce channels. This individual is responsible for developing and growing new and existing accounts and will be responsible for maintaining and increasing volume levels within existing accounts. The National Account Manager is also responsible for coordinating new item introductions into the retail channel. This individual will work closely with and effectively communicate to Sales Management, Marketing, Product Management and Account Services on a timely basis.

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### QUALIFICATIONS

#### EDUCATION REQUIREMENTS:

1. Minimum of a B.A. in a business discipline

#### CREDENTIALS:

1. Account management experience calling on major chain retailers is required
2. 5+ years experience in consumer products industry
3. 3+ years experience as a National Account Manager
4. Experience using IRI/Nielsen syndicated data to drive sales/category management within key customers
5. Must demonstrate self-motivation, enthusiasm, organizational skills, and be goal-oriented.
6. Must demonstrate effective verbal and written communication and presentation skills.
7. Must be able to travel 2 to 3 days per week.
8. Strong network and relationship building skills, problem-solving, negotiating, and communication skills.
9. Experience with negotiating and fulfilling national customer contracts

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### ESSENTIAL FUNCTIONS



## RESPONSIBILITIES:

1. Prepares and delivers account presentations utilizing all Sales and Marketing data as well as syndicated data (IRI/Nielsen, consumer research, etc.)
2. Develops and manages account promotional plans according to channel strategies.
3. Ability to prepare sales projections, management reports and budgets.
4. Effectively communicate activities, both verbally and via monthly written reports, with sales, account services and product management on a timely basis.
5. Manage brokers effectively to implement company sales plans
6. Manage business growth within trade budget & profit guidelines
7. Manage retail objectives including distribution of new items, negotiating promotional assets, shelf space management and pricing strategies.
8. Provides accurate and timely information on competitive activity and retail conditions to sales management.
9. Penetrate new accounts and build and develop customer relationships

## CORE COMPETENCIES:

1. **Active Communications** (Verbal, Written, Listening Skills) – Clearly expresses ideas, information, and concerns both verbally and in written format in both positive and negative situations. Actively listens, offers full attention when others speak, gives verbal and nonverbal cues of interest, asks questions for clarification, and paraphrases to ensure understanding. Actively seeks and disseminates information from and to a variety of sources, accepts responsibility for ensuring that people have the current and accurate information needed for success, and asks questions to open channels of communication. Demonstrates group presentation skills, presents information and numerical data effectively, and actively participates in meetings.
2. **Analytical** – Synthesizes complex and diverse problems or information in order to systematically identify the cause of the problem, collects and researches data, analyzes the complex data, and offers recommended solutions. Designs, implements, utilize workflows, processes, procedures, and systems, and align areas of responsibility with the organization's objectives to achieve results.
3. **Business Acumen (Organization and Industry)** - Demonstrates knowledge of business, market, and competition activities and trends. Aligns work with the overall organizational strategic goals. Understands business implications of decisions, works within approved budget, displays orientation to profitability, develops and implements cost saving measures. Identifies and uses information about people, political dynamics, and the organization's climate in order to promote change and accomplish objectives.
4. **Customer Orientation** – Views the organization through the eyes of the customer, anticipates and meets customer needs, solicits customer feedback to



- improve service, responds promptly, and effectively manages difficult or emotional customer situations
5. **Develop Relationships** – Builds and maintains relationships that incorporate cooperation, trust, and respect by devoting the appropriate time and energy to facilitate business transactions. Relates to others while building credibility and rapport, communicates in an honest and straightforward manner, and maintains networks
  6. **Diligence** –Perseveres in accomplishing tasks or objectives and maintains a sense of urgency about getting results.
  7. **Initiative** – Operates in a proactive manner, identifies needs and opportunities, calculates risks, and takes independent action. Undertakes self-development activities, seeks increased responsibilities, asks for and offers help when needed, and volunteers readily.
  8. **Motivation** – Presents information and ideas in manner that excites others, sets and achieves challenging goals, demonstrates persistence and overcomes obstacles, takes calculated risks to accomplish goals, and measures self against standard of excellence.
  9. **Problem Solving& Decision Making**– Able to identify problems, solve them, and show good judgment by isolating causes from symptoms, gathering information from a variety of sources, compiling information and solutions, involving others as appropriate, readily committing to action, and making decisions that reflect sound judgment in a timely manner. Able to identify and choose between multiple options, work well in-group problem solving situations, understand consequences of potential decisions, and support and explain reasoning for decisions.
  10. **Responsiveness** – Takes action to meet the needs of others, responds timely without supervision, and minimizes delays.
  11. **Results Oriented** – Maintains an appropriate focus on short and long term goals, outcomes, and accomplishments, conveys a sense of urgency to make things happen, and displays a sense of urgency about getting results. Motivated by achievement and persist until the goal is reached.
  12. **Sales/Persuasion** – Establishes rapport and trust while determining customer needs, presents products or services that address the customer’s needs, overcomes objections, offers alternatives, persists an closes while maintaining rapport, and exerts influence over outcome through trust and competence.
  13. **Strategic Thinking** – Plans and makes both long-term and day-to-day decisions within the framework of the organization’s strategic intent. Understands the factors influencing strategy (e.g. core competence, customers, competition, market trends, external threats, organizational strengths and limitations), recognizes broad implications of issues, and adapts strategy to changing conditions.