

**POSITION DESCRIPTION**

Position Title:	Account Manager, Residential Market Development-Home Builder	Position #:	RS070ONT. Account Manager, Residential Market Development-Home Builder
Department:	Consumer Market Sales	Salary Zone:	S5
Revision Date:	November 2017	Manager's Title:	Manager, Residential Market Development

**POSITION SUMMARY:** Incumbent promotes and sells products and services offered by the Company within their accounts to either end users or indirectly with Account staff. Responsible for the negotiation, execution and administration of Cogeco agreements including Bulk residential, access agreements and New Home Builder offers. Responsible for the management of all major accounts on an ongoing basis, ensuring revenue opportunities are maximized, Cogeco's Capital investments and access to and ownership of Company equipment are secured. The motivation of the team is to drive sales in all channels and find potential growth within the business with a focus on efficiencies.

**KEY RESPONSIBILITIES**

1. Prepares, negotiates and executes new contracts and renewals for all contract types. Works with Finance and management to ensure contracts meet customer needs and benefit Cogeco.
2. Actively prospects for new opportunities for Cogeco within existing accounts and potential accounts to maximize Cogeco's revenue and margin potential.
3. Offers outstanding services and a customer focus that will provide an added value to customers to increase their loyalty to Cogeco.
4. Makes every effort to retain customers who want to cancel their subscription or downgrade their level of service. Actively works with customers to find creative solutions that will benefit both parties
5. Works with Marketing to develop potential marketing opportunities to increase penetration and sales.
6. Ensures that all Home Builder sites are accurately updated and maintained in Planning to Selling.
7. Conducts relevant sales activities within Home Builder sites as required
8. Reviews existing reporting to better understand customer needs and Cogeco potential within an account or for the larger business.
9. Attends client meetings with both account staff and Cogeco end users to better understand existing issues clients are facing and potential threats to our business.
10. Attends relevant industry associations to stay informed on current trends to better understand how they potentially can impact Cogeco business in these segments.
11. Provides a timely response to all customer's concerns and inquiries in a professional manner in accordance with Cogeco's policies and procedures.
12. Maintains client data in Salesforce and MATT – including tracking for all customer interactions, ongoing issues/ concerns and potential opportunities.
13. Works closely with Network Evolution to ensure new area builds are completed on time to ensure the network is ready for customer pre-sell activities
14. Performs other duties and/or projects as assigned.
15. Works within the established pricing matrix for quotation purposes, incorporating estimates provided by Network Evolution.
16. Responsible to support and manage any event that will lead to additional revenue, lead generation or minimize churn.
17. Required to support and adhere to the operations budget
18. Required to communicate identified trends in the marketplace to management.

19. The individual and team must be continuously looking at ways to grow the business whether it be from an efficiency perspective, penetration, or to generate new PSUs and Revenue for Cogeco.
20. To support Cogeco's ultimate goal of providing excellent service to current and potential customers. The incumbent must be constantly attentive and responsive to both external and internal customers' needs and assist in the resolution of any issues or concerns in a timely and professional manner while ensuring that the solution meets the customer's needs.
21. As part of their function, the incumbent must take all necessary measures to ensure their health and safety at work and that of employees under their responsibility, while seeing to the protection of the general public. They must make sure employees under their responsibility comply with all Health & Safety instructions, guidelines, policies and procedures.

**ESSENTIAL QUALIFICATIONS**

**ACADEMIC TRAINING**

- College Diploma or combination of equivalent education and work experience required

**WORK EXPERIENCE**

- Minimum 10 years experience in a related customer service administrative role or sales role.
- Knowledge of the cable industry and its various products and assets.
- Knowledge of the general accounting principles is also required.
- Knowledge of word processing and spreadsheet programs.

**SPECIFIC COMPETENCIES**

- Superior sales techniques, negotiations, presentation and analytical skills.
- Valid drivers' license
- Must have own vehicle

**PHYSICAL DEMANDS AND VISUAL ACUITY**

- Regular travel involving overnight stays.

**NOC CODE : 6623**

At Cogeco, diversity is an essential asset to our organization's performance. We are committed to providing equal opportunities to all qualified individuals regardless of cultural and individual differences. We strive to build teams which reflects the diverse profiles and backgrounds of both the customers and communities we serve, firmly believing that this distinguishes Cogeco from competitors and contributes to our signature of excellence.