



Vacancy

A photograph of an office environment. In the foreground, a woman with blonde hair is sitting at a desk, looking at a laptop. In the background, two men are working at their desks. One man is on a phone call, and the other is looking at a computer monitor. The office has a brick wall and several computer monitors.

Account Manager



LEAD GENERATION | MARKETING SOLUTIONS | IT DATA

Vacancy:	Account Manager
About CPB UK:	<p>CPB UK was established in 1998, with a key mission of helping the IT industry to penetrate new trading accounts with expert telemarketing services.</p> <p>While telemarketing remains at the heart of everything we do, our array of services has grown exponentially over the last 25 years, providing our customers with end-to-end demand creation. From accurate and intelligent IT data, through to innovative digital outreach services for brand awareness and intent data collation, right through to the bread and butter of where it all began ... lead generation.</p> <p>Our biggest strength is our team; the engine which drives the road to success for our customers. Their focus, expert IT knowledge and in-depth understanding of the IT channel and the end user market brings together all of the key components for designing, building, launching and executing successful pipeline generation campaigns for our customers.</p> <p>CPB UK has been trusted by over 400 technology firms (vendors, distributors and channel partners) to represent their brand and drive results for their sales and marketing initiatives.</p>
Job Description:	<p>CPB UK is looking for candidates to fill the position of 'Account Manager within their thriving Account Management team. This role will report to the CPB UK Head of Account Management.</p> <p>The ideal candidate will play a fundamental role in expanding CPB UK's breadth of IT industry customers across the UK&I via new business acquisition efforts, as well as managing a set of defined existing client accounts. CPB UK's mission is to deliver the best level of demand generation services to our clients and in this position, you will be responsible for:</p> <ul style="list-style-type: none"> - Managing existing customer accounts and always delivering an exceptional level of service - Independently onboarding and developing your own new customer base of accounts - Identifying prospective customers which have a requirement to partner with an external agency, via telemarketing (cold calling), personalised email outreach, LinkedIn and other digital channels - Researching suitable organisations and identifying key stakeholders and relevant buying personas - Following up on leads being produced by CPB UK's Marketing department



	<ul style="list-style-type: none"> - Qualifying prospective customers' current processes, needs, challenges and ideal outcomes for partnering with a demand creation agency - Aligning prospects' requirements to CPB UK's extensive portfolio of demand generation services - Creating and building your own nurture funnel of leads; with a view of continuously nurturing these through to meeting stage - Hosting online and face to face meetings, reviews and conference calls - Attending industry related and customer events / exhibitions
Requirements:	<ul style="list-style-type: none"> - 'Can do' & 'hunter' mentality and a competitive nature - Cold calling and prospecting experience - Ability to converse with buyer personas at VP, Director or Manager level (preferred) - Track record of achieving targets / KPIs (preferred) - Excellent written communications skills - Cross-departmental communication and collaboration skills - Own transport (preferred), along with the willingness to travel to customer meetings, events and exhibitions when required
Why Work For Us?	<ul style="list-style-type: none"> - A specialist and leading IT industry demand generation agency for the UK&I IT industry - Established for over 25 years as a prominent and trusted supplier - Hybrid working - 3 days in the office (Mon-Wed) & 2 days remotely (Thurs-Fri) – upon completion of training / probation period - Continuous learning and development opportunities - An innovative, inclusive, agile, and fun work environment - Target structured bonuses - Quarterly incentive - Birthday annual leave (after 1 year of service) - 20 days annual leave + bank holidays - Christmas closure - Company pension scheme
Salary:	<ul style="list-style-type: none"> - Starting at £25,000 per annum. - Increasing to £28,000 per annum (£36,000 OTE per annum) upon successful completion of probation period.

