

Key Account Manager - USA



BNL have a vacancy in their USA subsidiary, BNL (USA) Inc., for a Key Account Manager. This position is remote working, based anywhere in the USA and reports into the Global Director of Sales & Marketing, who is based in the UK.

The Key Account Manager role at BNL USA involves:

- Developing the BNL in the USA market, to position us as a key player for plastic bearing solutions
- Creating and cultivating strategic partnerships that stimulate sales growth
- Championing the customer whilst actively seeking ways to improve profit, market share, brand reputation and equity
- Focusing on customer expectations and help to constantly improve the service and product quality we deliver
- Co-ordinating activities and support communication within and between BNL departments in the USA and globally

Responsibilities:

- Achieve and exceed budget sales and gross margin for your assigned territory
- Seek out and develop new business opportunities with major end users and specifiers of plastic bearing solutions
- Create and cultivate strategic partnerships that stimulate growth
- Ensure all reports, plans, forecasts and administrative requirements are completed accurately and in a timely manner both personally and for the team. Meet all reporting deadlines as are set by senior management
- Identify target segments where BNL market share is low and produce a plan to target and grow sales in each of these segments
- Develop and implement plans to secure new customers and grow business with existing customers, particularly with new and existing key accounts and targeted development accounts
- Provide market intelligence and feedback to help develop a strategic plan for the growth of the USA business, provide information and assistance to the Sales and Marketing Director to develop a sustainable plan for profitable sales growth

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Responsibilities continued...

- Develop and deploy the Key Account strategy, supported by individual Key Account plans
- Identify new and profitable opportunities with existing customers and leverage these to increase profitable sales with them
- Efficiently plan customer facing time and call cycles to maximize time management and diligently complete call reports etc. on CRM
- Provide an accurate forecast for the territory and/or customers as required to assist in production planning and demand management
- Work closely and co-operatively with Marketing and Engineering to ensure we maximize opportunities with existing standard products, including Industry Standard Bearings, (ISB's)
- Provide regular and relevant feedback on market conditions, competitor activities and progress towards business objectives
- Analyze the current market position for BNL, i.e., the strengths, weaknesses, opportunities and threats
- Working with the Marketing team develop marketing material, strategies and justify new project opportunities to support the sales effort
- Ensure continuous improvement in a change oriented culture
- Continually monitor and review key sales performance and market indicators, in line with BNL requirements, in addition to ensuring achievement of all key financial ratios

The duties and responsibilities in this job description are not restrictive and the post holder may be required to undertake any other duties which may be required from time to time. Any such duties should not, however, substantially change the general character of the post.

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Qualifications/Education/Experience:

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- Degree in a Technical/Engineering discipline or equivalent
- Experience of working in an international business

Technical Experience:

- Experience of working within a manufacturing business
- Experience of developing large OEM accounts

Supervisory/Managerial Experience:

- Minimum 5 years of successful Technical Sales

Specialist Equipment Experience:

- Microsoft Office
- Familiar with the use of a CRM system

If you would like to be considered for this position please apply in writing, enclosing a current CV and application form to:

jobs@bnl-bearings.com | 01423 799200

Application forms are available on our Careers page:
<https://bnl-bearings.com/documents-downloads/careers-at-bnl/>