



Key Account Manager Recruitment Pack

A Company of Aareal Bank Group

www.aareon.co.uk



Contents

Welcome & Why Aareon	3-4
Snapshot of Aeron's strategic business objectives	5
Aaeron's core values	6
Role Description	7
Key Responsibilities Skills & Pre-requisites	8-9
Competencies	10
Package & Benefits	11
Interview Process	12

CONTACT INFORMATION

James Gayton

Head of Account Management

E: james.gayton@Aareon.com

www.aareon.co.uk

Welcome

Recruiting for Key Account Manager

Thank you for your initial interest in Aareon UK.

Who are Aareon? We deliver Housing Management and Digital Solutions to social housing providers, helping them to support their tenants, improving customer satisfaction by reducing costs and making business processes more efficient. Our sole focus on UK Social Housing for over 50 years means we understand the challenges our customers face and our experience and expertise enables us to work with our customers on creating a comprehensive transformation plan and by approaching the project together we are able to deliver the solution and create value that enable them to meet their organisations objectives. We put our customers tenants at the heart of everything we do.

We are part of Aareon AG, the leading European provider of systems and consulting services for the property industry. In over 60 years of corporate history, Aareon AG continuously set new standards when it comes to controlling complex business processes. Customers can rely on our extensive know-how, sophisticated applications and intensive support by specialists with many years of sector experience. All this culminates in secure solutions that lead the way, are customised to the requirements of our respective markets and help customers reach their goals. Aareon AG offers expertise in the areas of consulting, software and services for the optimisation of IT-based business processes in the digital age.

Currently, we support more than 2,800 customers with over 10-million housing units. A wholly owned subsidiary of the Aareal Bank Group, Aareon has its head office in Mainz, Germany, and operates a total of 28 locations. International subsidiaries are located in the UK, France, the Netherlands, Norway and Sweden, with more than a third of Aareon's 1,400 employees working outside Germany. In addition to central, country-specific ERP systems, Aareon offers digital solutions for all processes in the property industry, including CRM solutions, document management systems, mobile applications, Internet-based service portals and much more.

In the UK, we are over 120-employees with offices in Coventry, Southampton and Swansea. Due to UK growth, and investment from Aareon Group we have a vacancy in the Sales area for a Key Account Manager. We have an established and experienced team and this would be a fantastic opportunity for someone who is looking to drive performance excellence and enhance the customer journey. So if you are searching for an opportunity where you can add real value to our customers and employees and help deliver great service then we'd like to hear from you.

Snapshot

Aareon UK

Aareon are the leading European Housing IT Provider, with over 10 million units of housing stock managed on our software throughout Europe. Our position as a profitable, growing and innovative organisation enables us to set the standard for business processes in the housing sector both today and in the future. We deliver tailored enterprise-wide solutions for our clients.

As social housing in the UK becomes more complex it requires more sophisticated IT systems; comprehensive, scalable and as versatile as the tasks that our clients have to deal with.

Whether Aareon implements an enterprise-wide solution or optimises and customises a number of individual modules to complement our clients existing applications, each Aareon solution encompasses years of know-how, the experience of more than 130 implementation projects and over 50 years of social housing expertise.

3

Offices

120+

Staff

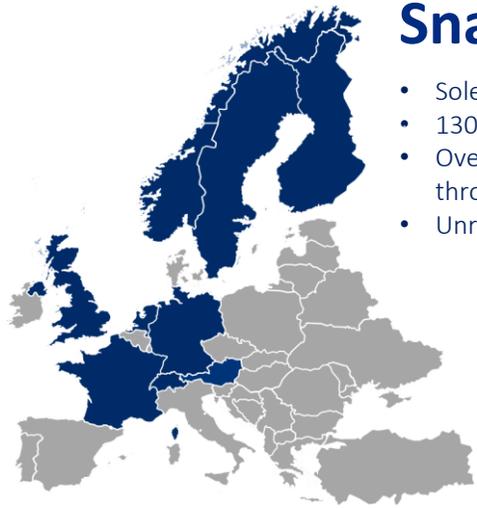
£13m

Revenue

130+

Customers

Snapshot of Aareon's Strategic Business Objectives & Customer Journey



- Sole Focus on Housing
- 130+ Customers in the UK
- Over 10m units managed on Aareon software throughout Europe
- Unrivalled European Investment and Expertise



- Empower Tenants to Self-Serve 24/7 via their Preferred Channel
- Optimise Processes and Increase Efficiency to improve multi-discipline delivery
- Enable Realignment of Resources to Support your Vulnerable tenants
- Deliver best in class data integrity and functionality for Asset Management
- Support Automation of Health & Safety Compliance & Regulatory Returns



Aareon

- Expert industry knowledge working with you to redefine and optimise your processes
- Partnership approach to de-risk implementation and deliver rapid operational value
- Agile workshops allow iterative & dynamic customer-led workshops

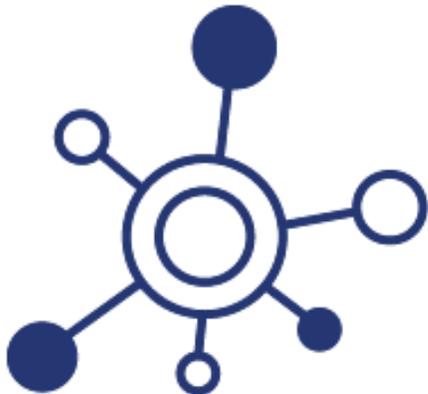


“By reducing the cost of serving customer transactions, we have more money to invest in our existing homes and services.”

Tom Battersby, Head of IT, CURO



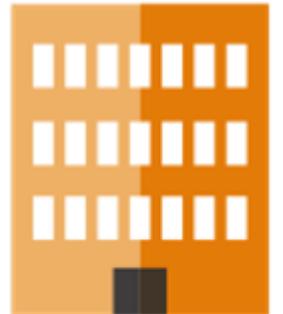
- Digital eco-system and open platform technology
- Community and tenant Whole Life Cycle solutions
- Data Led innovation for rent collection and arrears
- Strategic guidance to driving the digital ready agenda
- Re-define property management and support communities through IOT



- Optimise current solutions and build new capability aligned to your strategic plan
- Help you build and agile digital roadmap with milestone planning
- Proving strategic and operational value to support businesses cases



- Re-imagining tenant engagement to support ‘digital communities’
- Digital solutions that support independent living
- Embed data insights and analytics via intelligent dashboards
- AI & BI to automate and re-engineer processes, delivering value for money
- Predictive Maintenance and Smart Buildings



Our Values and what we stand for...

We are a people business!

We create value for our customers and their tenants.

We are Aareon...

- **We Are Open** – We can voice our opinion and say how we feel; we are open-minded; curious and imaginative
- **We Are Trustworthy** – We trust each other with what we say and what we do. It's okay for us to make mistakes; we keep learning and improving
- **We Are Honest** – We believe in honesty; there is one version of the truth; we appreciate integrity in ourselves and others; we are fair and sincere in all our dealings
- **We Are Communicators** – We speak clearly and simply; we make sure we are understood in order to get things done; differing opinions are valuable to us and we respect each others input



One Aareon



Customer First



Create Value



We Care



Deliver on time



Take Ownership

Role Description

Key Account Manager – Home Based

We are searching for an exceptional individual who can join our Account Management Team Reporting to the Head of Account Management.

You will be responsible for developing and managing a professional and effective business relationship between Aareon UK Ltd and a number of Key Customer Accounts with high value potential at board level.

- **Meet and exceed allocated sales targets**
- **Ensure overall customer satisfaction and customer retention**
- **Recommend appropriate business solutions to support the customer's' business and transformation strategies**

Able to 'Hit the Ground Running', you will be experienced, with a proven track record, driven, flexible and focused on ensuring that relationships are built and maintained within our customer base whilst at the same time identifying, managing and closing business to meet our ambitious growth plans.



Key Responsibilities

Key Account Manager – Home Based

1	Consistently achieve sales target for your key allocated customer accounts and ensure that a high level of service is provided to the customer during the whole customer journey
2	Independently and clearly articulate the Aareon Group strategic messaging to appropriate level customer contacts and identifying and delivering new up sell and cross sell opportunities
3	A full understanding of the customer's strategic plan and to be able to articulate the customer's 12-36 month strategy – and evidence within account plan with contact strategy to progress
4	Responsible for research and identify suitable board and operational level contacts within customer organisations, reviewing this information regularly including role profile and consents. Keep information up to date in appropriate systems including CRM
5	Develop the contact strategy for each account in CRM and aligned to driving up sell and cross sell in your Account Plans
6	Delivering customer engagement through quarterly strategic board level workshops to qualify digital readiness and build Digital Roadmaps and future predictable pipeline of opportunities for the next 12-36 months together with the quarterly 'next project' work plans against their Digital Strategy plans
7	On a one-on-one customer basis, plan, sign-off (Manager and Board) and engage the customer to migrate from one-off licensing to Contracted Annual Recurring Revenue models both for product and pricing
8	Preparation of business cases and value driven proposals and the processing of orders and professional handover to the Projects & Deliver team
9	Accurately forecast monthly, quarterly and yearly opportunities thoroughly, with references to allocated budget, authority, qualified need and business case and timescales and the close plan for each that details the steps and actions for closure
10	Present solutions to customers using demonstration devices, and also lead demonstrations with the Pre Sales team as part of the sales process

Skills & Pre-requisites

Personal Skills

1	Minimum of 5 years experience in Key Account Management
2	A high-level of attention to detail
3	A strong customer focus and the ability to work well in a team and at pace
4	Excellent listening and questioning skills, combined with the ability to interact confidently with staff and customers in order to gain the right information
5	A proven ability to close business in line with close plans
6	Desire to learn and to demonstrate full ownership and accountability
7	Effective written and verbal communication skills
8	Self motivated, trustworthy and reliable
9	Ability to work under pressure and to tight deadlines and can manage customer and set correct expectations internally and externally

Technical Skills and Desirable Skills

1	Microsoft Office Applications
2	CRM Contact Management System
3	Knowledge of the UK Social Housing marketplace

Competencies

Key Account Manager – Senior

Professional	Team	Management	Communication	Customer
The ability to deal with interactions logically and independently by using acquired knowledge and skills. The ability to solve and/or anticipate possible problems. Be open to developing and maintaining your knowledge and skill set in order to deliver a professional service.	The ability to understand team goals and to have the motivation to achieve them. The willingness and ability to integrate with internal and external teams. Considers the needs of colleagues and supports them in order to help them achieve their best. Shares and transfers skills and knowledge within own team and the business in order to assist in reaching overall goals	The ability to plan, organise and prioritise workload in order to work in line with your goals, team goals, company goals and group goals making sure they always line up with the flight plan. Being able to lead, empower and delegate where necessary and take responsibility for actions and outcomes. Understand the required results and be flexible and multi-orientated in order to achieve them.	The ability to listen, talk, understand and convince. Listen means being open to wishes and positions of others and stepping aside when needed. Talk means being focused and clear in the way you communicate and always check your understanding of the situation. Understand means knowing your audience and what method would be best to use in order to communicate with them. Convince means that the solution presented is accepted and carried out by customers and colleagues.	Listen to, understand and manage the customer’s goals and expectations in order to help them achieve their desired outcome. Constantly strive to improve the customers' situation. Follow up with the customer in order to promote satisfaction and offer further assistance if needed. Build and maintain strong customer relationships with a focus on giving them an excellent customer experience.
Required: Level 4	Required: Level 3	Required: Level 4	Required: Level 4	Required: Level 5
<ul style="list-style-type: none"> ✓ Actively assists others through coaching/mentoring in their specialist areas ✓ Anticipates possible problems and develops contingency plans in advance ✓ Constantly looks for ways to develop knowledge and promotes knowledge development within the business 	<ul style="list-style-type: none"> ✓ Systematically shares and transfers skills and knowledge to others ✓ Is acknowledged as a person of trust and a qualified point of contact and helps employees integrate themselves into different teams ✓ Mobilises the employees relevant for the tasks ahead, also outside his/her own team, and encourages cooperation 	<ul style="list-style-type: none"> ✓ Is able to lead large project teams ✓ Able to recognise and work on strategic issues and projects ✓ Can describe future market developments and identify their consequences 	<ul style="list-style-type: none"> ✓ Interprets and reflects on verbal and non-verbal information and acts in a commanding and appropriate manner ✓ Able to guide others and can moderate discussions to achieve a result that is feasible for everyone involved ✓ Actively seeks ways to improve communication methods within the business 	<ul style="list-style-type: none"> ✓ Contributes significantly to the fundamental improvement of the customer situation, also with a view to strategic decisions ✓ Is accepted as a point of contact by the customer at all hierarchical levels

Package & Benefits

Senior Key Account Manager – Home Based

Salary:	£50K-60k basic + £70k OTE Uncapped
Contract:	Permanent
Reports to:	Head of Account Management
Benefits:	<ul style="list-style-type: none">- Pension (5% employer)- Life Insurance x 4- 2 x Health Schemes- 25 days Holiday (plus Bank Holidays)- Perkbox Employee Engagement Platform- Enjoy Benefits Salary Sacrifice Schemes- Flexible working environment- EAP- Employee Assistance Programme- Enhanced Paternity and Maternity- Buy and Sell Holiday Scheme- Volunteer Programme- £6k Car Allowance

Any offer of employment is subject to successful references.

Interview Process

Key Account Manager – Home Based

Stage 1	30 min telephone interview with James Gayton, Head of Account Management
Stage 2	60 min Video Interview with James Gayton, Head of Account Management, Rob Griffiths, Managing Director and Genevieve Davey-Smith, Head of HR .
Stage 3	<ul style="list-style-type: none">• <u>Video Presentation to James Gayton & Rob Griffiths</u>: Sales pitch around how the digital Aareon product suite will add benefit and USP to a Housing Associations 12-36 month strategy.• 15 min and 45 min Q&A. (If successful after 2nd stage, we will give candidate full brief of the scenario)

Feedback will be provided after each interview stage.