

## **Key Account Manager - Pharma Marketing Services**

Informa Business Intelligence currently has an exciting opportunity in our **Washington D.C.** office for an ambitious new business focused **Key Account Manager** looking to join a world leader in **Business Intelligence in our Marketing Services Division**. Informa is an expanding global business and this is an excellent opportunity for a career-driven Key Accounts Manager looking to establish a fruitful career in a market leading and ever-growing Business Intelligence portfolio.

### **POSITION SUMMARY**

Key Account Manager will be responsible for managing and developing client relationships and driving new business opportunities on multiple products and services on to high value-based contracts. Selling Pharma Intelligences News and insights products and services, we are ideally seeking applicants that have a strong background in portfolio sales and new innovative marketing solution sales.

- Build targeted Key Accounts and Specialist Agencies in the US Pharma and Medtech sector on products including **Scrip, Pink Sheet Medtech Insights** and **In Vivo** - delivering sponsorship and advertising revenue growth.
- To delight these clients and prospects with market leading sales and service both in your interactions and where they exist as part of the current account team.
- To convince our key accounts to invest in new and innovative ways of engaging our high value subscription audiences.
- To drive new business both from existing and new key account prospects and media agencies
- To work closely with the existing sales teams to complement and grow the business with new revenue streams.
- To use state of the art Key Account management systems to map, plan and manage growth in this important group of clients.

### **PRIMARY DUTIES AND RESPONSIBILITIES**

**Sales** – An accountability and skill set required by all sales positions in Informa and at all levels with varying degrees of competency.

- Detailed preparation and research into the calls and customer
- Check of alignment with team objectives
- Managing personal call rates
- Planning of opening statements and matching suitability to customer and accounts
- Building a process for open ended questions
- Assessing varying needs and matching solutions to right business and customer
- Ensuring benefits are understood
- Making the business proposal
- Closing the sale

**Face to Face sales** – Incorporating sales meetings, exhibitions, networking, and business presentations

- Build relationships with multiple influencers and stakeholders in key client and media agency organizations

- Market and client research/reading industry periodicals and publications
- Setting clear objectives for each meeting and ensure alignment to team and company goals and targets
- Arrangement, planning and set up of meetings and logistics
- Attendance at relevant industry events, conferences and exhibitions and awards
- Preparation and delivery of presentations
- Proposal construction and management
- Relationship management with various accounts and key personnel
- Key account management
- Building a process for open ended questions
- Assessing varying needs and matching solutions to right business and customer
- Ensuring benefits are understood

**Market Awareness** – Maintaining a knowledge of the industry in which you work and an awareness of factors that may affect your business

## QUALIFICATIONS

- Experience of developing new revenue streams through creative publishing digital solutions and events
- Experience of selling managing large B2B advertising accounts and agencies
- Experience of selling B2B advertising and sponsorship solutions to new accounts and new divisions within existing accounts
- Experience of selling the benefits of marketing to a subscription audience
- Effective experience in utilizing a recognized Key account management structure
- evidence of effective use of Altify for Salesforce
- Relevant sales training and experience
- Positive Experience of change
- Ability to work effectively in a matrix organization with multiple stakeholders
- Possession of strong influencing skills
- Proven experience in a similar role

To apply for this opportunity, please send your resume and a cover letter and salary expectations [APPLY HERE](#)

### About Informa:

Informa's Business Intelligence (BI) division provides specialist data, intelligence and insight to our customers, helping them make better decisions, gain competitive advantage and enhance return on investment.

BI has a valuable portfolio of digital subscription products, providing business critical intelligence to global, regional and niche communities within five core industry sectors: [Pharma & Healthcare](#); [Finance](#); [Telecoms, Media & Technology](#); [Maritime & Law](#) and [Agribusiness & Commodities](#).

Informa is committed to equal employment opportunity for all employees and applicants for employment without regard to age, color, creed, disability status, gender, national origin, race, religion, sexual orientation or veteran status, or any other legally protected status.

