# Symology Account Manager

## The Role

The Account Manager is responsible for maintaining and developing strong relationships with Symology customers to ensure their long-term retention and growth in the use of Symology's products and services.

The role requires you to actively identify growth opportunities to enable our customers to achieve their business requirements using Symology's products and services. A good understanding of industry legislation and working practices for Local Highway Authorities and Statutory Utilities is advantageous.

The role requires you to organise, manage, and deliver regular Account Management meetings for each of your customers. This will include agreeing roadmaps, promoting new products and services, managing financial negotiations and contract renewals and resolving customer issues.

The position offers flexible working, including office and remote days. Regular travel is required, sometimes including overnight stays and/or evening travel. A clean driving licence is essential, and it is preferred that candidates live within a 40-mile radius of their base office.

## Responsibilities

*Customer Relationship Management*
- Develop relationships with customers at all levels, from system users to directors.
- Serve as the primary channel for strategic communication with the customer.
- Act as the escalation point for the customer.
- Strive to achieve the best positive outcome for both Symology and the Customer.
- Develop trust with the customer by providing them with clear, honest, and open guidance.

*Customer Growth*
- Engage with customers to identify and deliver opportunities to extend their use of our products and services.
- Provide detailed and tailored quotations to match customers' requirements precisely.
- Manage the entire sales lifecycle, from quotations to delivery and invoicing.
- Deliver presentations and interact with customers at meetings, conferences and webinars.
- Assist with sales proposals, tender responses, and software demonstrations.

*Customer Retention*
- Hold regular Account Meetings with formal agendas, minutes and action plans.
- Develop and maintain individual account direction documents, including customer roadmaps, action plans, targets, future plans, projects, business risks, and threats.
- Maintain customer information held within the Company's CRM system.
- Understand each customer's specific configurations and unique requirements.
- Ensure contract renewals and negotiations are delivered.

*Product Knowledge*
- Develop a good general understanding of all areas of our software to illustrate key function features through overviews or demonstrations effectively.
- Advise on application areas, providing informal guidance or direction where highly specialised knowledge is not required.
- Collaborate closely with subject matter experts to provide specialist consultancy when required.

*Project Management*
- Monitor activities undertaken by the customer and internally throughout large projects.
- Manage smaller projects directly to ensure services are organised and delivered on time.

## Key Skills
- Listening to customers and asking the right questions to understand their needs.
- Ability to build internal and external relationships at all levels of seniority.
- Ability to negotiate the best outcomes to achieve the Company's objectives.
- Excellent written and verbal communication skills, including presentation delivery.
- Time management and effective prioritisation.
- Understanding of standard computing principles including but not limited to SaaS solutions, web applications, REST interfaces and mobile apps.
- Proven experience in Key Account Management.
- Attention to detail and adherence to deadlines.
- Be passionate and enthusiastic about the products and services you are providing.
- Self-motivated to achieve the best outcome for all parties

## The Company

Symology is a well-established computer software and services company specialising in developing and supplying Street Works and Highways Asset Management systems to local government and utility services sectors. The Company has an unrivalled reputation for delivering quality products and services and a history of over forty years of ethical business practices and consistent profitability.

In 2014, Symology became an employee-owned company. The controlling majority shareholder is a trust in which all employees have an equal share. This means that every employee is a co-owner of the company with certain ownership benefits and responsibilities.

The future offers exciting opportunities, with an ever-changing national environment creating new demands for our software and services. In 2020, the Company launched Aurora, our flagship cloud-based software, which has continued to develop and provides unrivalled facilities in the marketplace.

## Our Software and Services

Symology provides a single-source software product, delivered as a cloud service, with sophisticated customisation facilities. Our software is extensive in scope, covering areas such as works management, work planning and co-ordination, quality and safety inspections, customer service management, routine maintenance, contract and contractor management, financial control, surveys and capital projects, life-cycle projections, etc., with associated GIS functionality, and including mobile apps, interfaces, alerts, emails, dashboards and extensive reporting options.

We offer customers professional services such as training, business process analysis, data migration, interfaces, bespoke reports, and system configuration, using the wide range of customisation facilities available. The Account Manager must be very familiar with all the options available to discuss business process improvements with their customers knowledgeably.