

# Account Manager – Cognosco Marketing Ltd

## About Cognosco Marketing

Cognosco was formed in 2005 to help Food or Drink manufacturers and brand owners communicate and sell to trade buyers across the UK – principally in the more complex channels of Foodservice and Convenience.

Seventeen years later, we are working with food and drink manufacturers and brand owners to create and develop trading strategies for retailers, end users and the wholesalers and distributors that serve them. We have a small team of highly experienced and professional national account managers to implement the plans.

The team comprises Andy and Dan as the Directors, three further Account Managers backed by two telesales/tele-research executives and an office manager. This team act as outsourced sales and trade marketing experts for a small number of non-competing long-term food or drink clients and occasionally shorter term projects.

The Cognosco Marketing head office is in Haslemere, Surrey.

The clients range in size, position within their market, level of knowledge of foodservice and impulse channels and style of selling.

## Account Manager *(full time, permanent)*

A homebased role with travel primarily covering the North of England and Scotland.

### Main purpose of the role

This is an important commercial role focussed on initiating and or managing the relationships with key customers primarily within the foodservice and impulse sectors.

The aim is to develop superior Cognosco client income by gaining profitable listings and developing sales to the customers on behalf of Cognosco clients.

The role will be responsible for contributing to and implementing agreed Wholesale and End User sales strategies for each client.

### What you'll be doing

Learning about our varied clients' products, key selling points, usage, market background and position versus competitors.

Developing existing business within customers via additional products and additional clients' products.

Identifying customers that match the targeted trade profiles for each client and gaining new customers for each client.

Following up client leads for new customers.

Formulating account plans and managing relationships to initiate and increase sales volumes and add further products. Work within the resources or guidelines for each client.

Reporting sales progress and providing feedback to clients via the company CRM system.

Optimising use of your own time by use of phone, Teams/Zoom, email, LinkedIn, face to face communication with buyers supplemented by presentations to wholesalers' sales teams, sales

accompaniments, trade shows or other means measured against the resulting commercial value of sales.

Working with colleagues in Cognosco and within clients' businesses to develop and deliver opportunities requiring multiple contact points.

Attending client meetings to feedback market intelligence and together with the Directors, help develop or refine sales strategies.

Assisting clients on exhibition stands at national or regional exhibitions.

Other projects as deemed appropriate to the role / team / individual.

### What we need from you

You'll have a successful track record with at least 3 but preferably 5 or more years experience in a sales role within Foodservice, in depth knowledge of end users, wholesalers, buying groups and the methods of communicating with various influencers and decision makers.

You'll be commercially intelligent and able to listen to customers and clients, understand their needs and communicate appropriate benefits and proposals clearly and succinctly, verbally, in writing, over Teams or Zoom.

You'll be computer literate and proficient in Outlook, Teams/Zoom, Word, Excel and PowerPoint and willing to learn and use the company CRM system. Awareness and proficiency with LinkedIn, Instagram and other social media will be an advantage.

You'll be prepared to be flexible and to enjoy the variety of approach required by different product categories and in different channels. A cheerful outlook and appropriate sense of humour may help.

You'll preferably be located north of Birmingham to minimise travel times to customers. To be able to drive and prepared to travel on a daily basis. Occasional overnight stays will be required.

It is essential that you'll have a home office free of interruption and with reliable broadband, storage for samples and for client equipment.

### What we offer

A fully employed, permanent position with a competitive salary plus company bonus, car and mileage allowances, matched pension contributions up to 5% towards your choice of company or personal pension plan.

25 days annual leave plus bank holidays.

Mobile phone, laptop, iPad, Microsoft 365 and normal expenses.

A high degree of autonomy for the right candidate with central support from the Directors and head office for mailing, despatch of samples, lists of customers and knowledge.

### To apply or learn more

Please email your CV with an appropriate covering letter to [dan.shaw@cognoscomarketing.co.uk](mailto:dan.shaw@cognoscomarketing.co.uk)