

JOB OPENNING

Role:	Key Account Manager	Reporting to:	Senior Vice President – Digital
No of Position:	1	Job Level:	GM
		Job Band:	4D
Work Location:	Bengaluru	Country:	India

COMPANY PROFILE

iBUS is a digital infrastructure company dedicated to connecting everyone, everywhere. We bridge the digital divide by providing scalable connectivity solutions. As a leader in 5G convergence, we specialize in building interoperable digital infrastructure.

In India, we're a leading neutral host for In-Building Solutions (IBS). We offer comprehensive solutions for commercial real estate, hospitals, hotels, educational institutions, government buildings etc.

Our Managed Wi-Fi solutions deliver reliable, high-speed connectivity. We're a leader in the hospitality segment and serve a diverse range of industries, including educational institutions, airports, malls, hospitals, retail outlets, co-working spaces, and co-living spaces. We're also focused on location-based services that enhance user experiences and improve business operations.

Our Intelligent Building Operating Systems (i-BOS) is dedicated to significantly reducing operational energy costs, with a focus on achieving up to 30% savings. By leveraging cutting-edge technologies such as AI-enabled automation, we provide comprehensive solutions that optimize HVAC, ELV, and MEP systems.

The company is headquartered in Bangalore, with offices in 10 cities and a total employee head count of 900+ employees. iBUS is backed by marquee institutional investors including NIIF.

iBUS is amongst the four telecommunications companies globally, recognized by Red Herring Global Awards.

ABOUT THE ROLE

- The Key Account Manager's mission is to grow revenues and profitability by deploying effective sales strategies and action plans to penetrate the market, strengthen existing client relationships, ensure their retention, and bring new clients onboard

KEY OUTCOMES

- Demand Generation: Generate 10-12 qualified leads per month through customer meetings, market mapping, account-based campaigns, and outbound events, emails, etc.
- Up-level Relationships: Build and lead from the front by forging and leveraging C-level relationships with General Managers, Directors of Finance, IT Managers, and Chief Engineers within individual hotel properties, as well as with Cluster Managers for large portfolios, to create growth opportunities.
- Technical Expertise: Must have an understanding of guest-facing in-room technologies, Wi-Fi, casting, and energy optimization technologies

KEY FUNCTIONAL AND DOMAIN COMPETENCIES

1. Technical Knowledge:

- Understanding of all offerings stated in point 3 above and how they operate.
- Familiarity with and relationships with hoteliers (both operators and owners) and consultants.
- Knowledge of the hospitality market and the competitive landscape in India.
- Awareness of industry standards and regulations related to Wi-Fi internet services.

2. Product Knowledge:

- Thorough techno-commercial understanding of the solutions offered by the company.
- Ability to effectively articulate the products and services' features, benefits, and value.
- Familiarity with different players and brands in the market, and how they compare to the company's offerings & services

3. Sales Skills:

- Strong communication and interpersonal skills to effectively interact with clients.
- Ability to effectively identify and address customer needs and challenges.

- Consultative and results-oriented sales approach to provide optimal customer solutions.
- Strong negotiation skills to secure deals and reach mutually beneficial agreements
- Proven ability to build and maintain long-lasting client relationships.

4. Customer Service and Support:

- Delivering exceptional customer service throughout the sales process and ensuring timely execution in collaboration with internal stakeholders.
- Guaranteeing customer satisfaction by promptly addressing any issues and fulfilling all contractual obligations.
- Building trust and credibility with customers to foster long-term relationships.

KEY RESPONSIBILITIES

- **Develop Sales Strategies:** Develop and implement tailored sales strategies & action plans to achieve revenue targets and expand our customer base (existing and new).
- **Key Account Management:** Build strong relationships with key accounts to ensure overall satisfaction with our service offering, thereby fostering loyalty and securing long-term partnerships.
- **Identify Revenue Opportunities:** Leverage market knowledge to identify new revenue opportunities and optimize sales strategies & effectiveness through data-driven insights.
- **Sales Pipeline Management:** Develop a robust Sales Pipeline five to six times the set targets at any given point in time. Manage the entire sales process from lead generation to closing deals, consistently exceeding sales targets.
- **Client Relationship Building:** Build strong/strategic relationships with clients, including C-suite executives and department heads, to ensure successful project delivery and customer retention.
- **Profitability Improvement:** Analyse the business performance of key accounts, and formulate strategies to improve gross margins, revenue growth and profitability.

- **Lead Generation and CRM:** Implement best practices for lead generation and CRM specifically tailored for hotel solutions. Continually improve processes such as prospecting and client management.
- **Cross-functional Collaboration:** Collaborate with internal teams, including BU heads and Solution SMEs, to create proposals that win new business while achieving profitability & EBITDA objectives.
- **Performance Tracking and Reporting:** Track and report on sales performance metrics, including revenue attainment, sales pipeline health, and customer engagement.

SKILLS & EXPERIENCE

- 10 + years of relevant industry and domain expertise
- Understanding of financial metrics, such as profit margins, ROI, and revenue targets.
- Capability to identify and capitalize on opportunities for market expansion and growth.
- Proven track record in managing key accounts and building strong customer relationships.
- Ability to develop and execute sales strategies to achieve revenue targets and penetrate new markets.
- Customer-centric approach and responsiveness