

Peazie

About Peazie

We're the Data Differently company. We help brands easily capture and enrich consumers' first-party data with interactive digital activations that drive participation across all media. Over the last few years, our range of engagement mechanics has evolved and solidified and we have delivered 1000s of innovative and high-converting microsites. We capture super valuable customer data by consent for Australia's largest media companies, all manner of agencies, and for many of Australia's biggest brands in FMCG, retail, sports, fashion, and more.

B2C brands engage Peazie for our people and platform-expertise to achieve industry-leading results. We work strategically with our clients to build up a calendar of campaigns, designed to power marketing at key points throughout their year. This method of transparent, strategic engagement has enabled us to deliver known incremental value to our customers.

The Role - Strategic Account Manager:

The Strategic Account Manager will be responsible for staying ahead of relevant trends and technology to successfully discover new retainer-based business opportunities. A confident and energetic sales professional who is not afraid to explore new business and has a passion for innovation and positive customer experience. Above all, the Strategic Account Manager must be a strong relationship-builder who can work closely with clients to seek the most suitable solution for their needs, and keep abreast of competitive threats.

As the face of the brand, with a focus on Peazie's B2B market positioning, the Strategic Account Manager delivers unparalleled customer experience, while educating prospects on the value of our solutions to meet their needs and accelerate the success of their business. To identify gaps in the market and to work with the CEO to validate and specify those needs which can then be developed into products or services, whilst being aware of potential GoToMarket threats.

It is expected that the Strategic Account Manager is able to demonstrate a solid understanding of drivers, KPIs and rules of engagement for individual clients. Having worked to sell digital solutions, with a track-record of building trusted relationships is an absolute game changer for this role. Whilst the focus of the role is to own the strategic relationship with the end client, the Strategic Account Manager is also to ensure there is a good communication stream with the Peazie leadership team, efficiently engage with internal Peazie stakeholders and provide leadership, management and discipline in business development and account management initiatives, supporting the relevant

company objectives. Such leadership to include identification of training needs, training where necessary, mentoring, motivation and discipline as needed on a case by case basis.

You will be supported with system and product training, developed marketing and outreach assets and established service packaged offerings. As well as a portfolio of qualified and warm prospect relationships longing for a focused and nurturing advisor.

Key role responsibilities include:

- Achieve monthly, quarterly and annual target quota by closing/winning new and profitable business
- Account & Territory Planning to build pipeline in order to achieve quota
- Strategically engage resources (internal and customer side) and maximise deal size and long-term value
- Work in partnership with internal stakeholders to find opportunities that are aligned with territory and account strategies
- Make sales calls to book product demonstrations
- Promptly respond to sales enquiries by phone, email, or in person
- Prepare and present proposals
- Negotiate to a win / win outcome with potential clients
- Ensure all communication with opportunities is effective and moves to a close
- Monitor and report on sales activities and KPIs using the CRM system
- Participate in sales conferences and events
- Able to travel interstate when required

Background/skill set:

- 5+ years experience selling digital marketing solutions. Previous roles such as Account Director, Sales Manager or Senior Account Manager are of similar role scope
- Able to demonstrate the ability to build, manage and close a profitable pipeline of \$1M + annually of software and service
- Impeccable presentation
- Engaging
- Self-discipline
- Sharp negotiation skills

- Must be Australian Citizen

Peazie Perks:

- Convenient city location
- Free tea and coffee
- Monthly half-day Friday
- Office table tennis
- Beer on tap
- Monthly team-building activities

Offer:

Generous OTE + uncapped commission, full time

Apply:

Please email careers@peazie.com your:

1. Resume
2. Any role suitability supporting documents/links
3. Desired remuneration package
4. Minimum notice period

Any questions on the role and suitability assessment, you can chat with our Head of People and Finance, Kim Coleman: kim@peazie.com / 1800 732 943.