

## Job Description

**Job Title:** Account Advisor (AA)  
**Department:** Sales  
**Responsible to:** Customer Experience Manager  
**Responsible for:** Customer Portfolio



### Summary of main purpose of the Job:

The **Account Advisor** is responsible for:

- Consistently communicating to all customers, the key benefits of using Harlech Foodservice as a TOTAL FOODSERVICE solution for their business.
- Confidently promoting Harlech's CORE RANGE of products and it's COMPETITIVE PRICING.
- Working collectively as one team with the Territory Account Manager to grow sales and profitability of customers in their postcode pipeline.
- Delivering excellent CUSTOMER SERVICE by ensuring all inward and outward customer phone calls are dealt with in line with company standard.

### Knowledge and Skills Required:

- A passion for delivering excellent CUSTOMER SERVICE.
- Strong communication and interpersonal skills with aptitude in building relationships with various individuals within our customer base
- Experience in sales and problem solving
- Some office-based account manager experience.
- A firm grasp of our TOTAL FOODSERVICE offering
- Strong keyboard and IT skills

### Main Duties and Responsibilities:

- Developing strong relationships with businesses of all sizes, helping them to understand the benefits of using Harlech as their TOTAL FOODSERVICE solution.
- Effectively communicating Harlech's drive lines and clearly understanding their role in strengthening the company messages around CORE RANGE and COMPETITIVE PRICING.
- Work closely with the Territory Account Manager (TAM) to support the development of postcode accounts, growing sales and cash profit whilst ensuring strong debt management practices are in place
- Actively promote the use of Harlech Online services, having a clear understanding of the importance of our digital offering to the TOTAL FOODSERVICE solution we provide to our customers.
- Ensuring all customers receive an excellent CUSTOMER SERVICE experience, that all inbound and outbound telephone calls are dealt with in line with the Company set standard and that we assist to resolve matters relating to their business and Harlech Foodservice

### General Conduct

- Keep all computer and manual records updated daily/weekly as required.
- Ensure your immediate work area is always kept clean and tidy, reporting any defects or problems to your Line Manager.
- Feeding issues and suggestions around departmental/company performance into your Line Manager in an appropriate and timely manner.
- Ensure as far as is reasonably practicable your own health, safety, and welfare and that of others who may be affected by your acts.
- Any other duty which may be reasonably requested by your manager