



Owner Success Manager

Department: Owner Success
Location: Appleton, WI/ Remote
Reports to: Vice President of Owner Success

Exemption status: Exempt
Direct Reports: N/A

Purpose

The Owner Success Manager serves as a trusted business advisor to AIA Franchise Owners and Sales Affiliates (referred to as "Owners" hereafter) and is ultimately responsible for ensuring their sales growth and profitability. The Owner Success Manager brings B2B sales experience, strong business acumen, diverse professional background, and entrepreneurial expertise to our Owners within a designated geographic region. The Owner Success Manager is a key corporate liaison, supporting the AIA Owner in attaining their business goals. Building and maintaining trusted relationships with Owners is instrumental to accelerate their business growth. Success is defined within this role as effectively growing net service fee revenue, Owner retention, increasing Owner utilization of MVP suppliers, loyalty through retention, and ultimately the expansion of AIA's footprint.

Responsibilities

Owner Retention

- Develop one-on-one relationships with Owners throughout assigned territory
- Work collaboratively with AIA team members to continually drive, demonstrate and reinforce the value proposition AIA provides
- Maintain an Owner retention dashboard and provide updates to Leadership Team
- Adhere to AIA policies and procedures to ensure the same quality of service across Owner Community
- Act as the key driver of Owner contract renewals in the given territory
- Provide guidance at all stages of Owner business life cycle
- Identify opportunities for continuous improvement
- Leverage AIA resources to identify business growth opportunities
- Establish a frequent and consistent communication cadence to proactively serve Owners needs
- Conduct purposeful proactive business review meetings with business owners, utilizing AIA reporting to support the conversation.
- Adhere to the activity driver expectations for communication cadence to proactively serve Owner's needs. Document all activities in CRM.

Grow Net Service Fee Revenue

- Analyze each Owner's business to identify opportunities to help them grow their end-customer sales revenue
- Leverage knowledge of customer motives and behavior to anticipate needs and identify opportunities
- Utilize AIA tools to monitor end customer sales performance
- Analyze owner utilization of AIA services and utilize that information to make recommendations
- Share and educate the distributors and dealers regarding the financial model for their assigned territory, including projections of costs.
- Participate in education, networking and events that will inform and educate Owners through positioning sales tools

Execute Rebate Strategy

- Reinforce the importance and value in selecting preferred suppliers over non-preferred suppliers, where possible
- Keep rebate program top of mind for owners through regular touchpoints, reporting, and tracking
- Work in partnership with Supplier Relations Team to stay apprised of rebate enhancements and opportunities
- Educate owners on the various rebate tiers and help them see the opportunity to leverage rebates as an additional revenue stream
- Understand and promote MVP supplier promotions, incentives or offers available to the AIA Community

Sales Plan Strategy

- Use goal setting (Success Plan, IPG and Owner Scorecard) as an accountability tool for the Owners within your territory
- Develop a comprehensive understanding of typical business challenges and common objectives that Owners face, helping them overcome with flexible sales tools and tactics and aligning AIA resources that can equip them for success
- Study other customer success programs and analyze customer data to identify the best practices that can be integrated into the Owner Success Team and AIA Corporation
- Create standard presentation materials
- Help Owners work "on their business" not "in their business" by recognizing and recommending their need for solutions, tools and/or systems to the Owner to serve their diverse business needs
- Coach Owners to a level of competency through which they are empowered and equipped to operate their respective businesses with confidence

Owner Liaison

- Coach customers to ensure they are leveraging all available AIA resources
- Collaborate and coach Owner Experience Specialist developing them into customer advisors
- Confidently manage Owners escalations using judgement to involve management escalation, where necessary
- Be the Owner's advocate to ensure timely delivery of AIA service offerings and continually represent AIA to Owners in all business dealings
- Build trusted relationships with AIA colleagues to create an owner-centric client service model

Qualifications

Education/Experience:

- Bachelor's degree in business or related degree
- Minimum 5 years relevant industry account management or business consulting work experience required
- Previous B2B sales experience in the promotional products industry required

Knowledge/Skills/Abilities/Competencies

- High-level communication and interpersonal skills in both written and verbal form, with the ability to effectively navigate and mediate conflict and foster honest dialog
- Strong consultative skills and proven results working as a trusted advisor to drive business value for customers
- Ability to prioritize, multitask, and perform effectively under pressure. Strong knowledge of business processes (Sales, Marketing, Service, Support), business applications
- Works well in a team environment
- Energetic, passionate and customer-centric
- High adaptability to change

Exemplify AIA core values - Smart, Hungry, Honest, Collaborative, and All In!

Success Measurements

Success is defined within this role as effectively growing net service fee revenue, focusing on MVP supplier utilization, and loyalty through retention and ultimately the expansion of AIA's footprint.

Working Conditions

Flexibility for overnight travel of approximately 30%

Please note this job description is not designed to cover or contain a comprehensive listing of functions or responsibilities that are required of the employee for this job. Functions and responsibilities may change at any time with or without notice.