



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 advisor to drive revenue and fosters strong client relationships with AIA Franchise Owners and Affiliates (referred to as "Owners") by promoting AIA's tools and resources to support sales development and growth.

Responsibilities

Owner Success and Retention

- Develop one-on-one relationships with Owners providing great service, and a solid Owner/Success Manager relationship throughout assigned territory
- Work collaboratively with AIA team members to continually drive, demonstrate and reinforce the value proposition AIA provides
- Act as key driver of Owner contract renewals with current Sales Affiliates and Franchise Owners to drive Owner Retention
- Conduct purposeful proactive business review meetings with business owners, utilizing AIA reporting to support the conversation
- Become a trusted partner to Owners by gaining thorough understanding of Owner's business model in order to provide valuable business coaching
- Drive value of AIA Community to Owners by promoting AIA led events, facilitating small networking groups and creating content for said groups
- Adhere to the activity driver expectations for communication cadence to proactively serve Owners needs. Document all activities in CRM.

Grow Net Service Fee Revenue

- Achieve Service Fee Revenue to plan through contract renewal and increased service offering utilization
- Ensure the timely and successful delivery of solutions according to Owner needs and objectives
- 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, Interactive Planning Guide and Owner Dashboard) as an accountability tool for business coaching the Owners.
- Manage and coach team to deliver relevant, scheduled business review meetings
- Ensure timely development and execution of plans, campaigns and projects to deliver earnings, growth, and profit goals.
- Collaborate cross-functionally with internal departments to create positive Owner experiences and drive the ongoing development of solutions.
- Create and execute growth plans for new Owners that result in exponential growth.
- Develop and produce relevant educational content for the Owner Community.

Business Partner and Coaching

- Coach customers to ensure they are leveraging all available AIA resources
- Confidently manage Owners escalations using judgment to involve management escalation, where necessary
- Be the Owner's advocate to ensure timely delivery of AIA service offerings and ongoingly 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 preferred
- Previous B2B sales experience in the promotional products industry preferred

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

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

Prolonged periods sitting at a desk and working on a computer. 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.

Approved by:

Date Approved:

Date Reviewed:
