

**Customer Account Manager** – Full Time (33 hours), 5 Days per week, Permanent

20:20 Innovation Training Ltd - Birmingham B37

### **About Us**

20:20 Innovation provides professional training and growth strategies for accountancy firms and their teams. By proudly supporting our 1,200+ member firms with technical training, practice management, marketing content and much more we help firms grow their client base, expand their service offerings and prosper in the changing environment.

You will be joining 20:20 Innovation at an exciting time of rapid growth in both our core membership offering and expanding additional services. 20:20 Innovation is a friendly place to work with a great team culture. The team have recently crystallised the core values which make us tick and these are:

- You are Valued
- Be Agile
- Have Integrity
- Inspiring Community

### **About the Role**

You will be responsible for the expansion and renewal revenue and for your own portfolio of Accounting Firm Members. The role is full time and we are currently working a hybrid approach with some days in the office and some working from home.

### **Your duties and responsibilities will include:**

- Upselling to Members who have been identified as ready.
- Realising through a data-driven and consultative approach the further offerings that are suitable for Members resulting in the expansion of revenue.
- Developing and nurturing relationships from the beginning of the Members' time with 20:20 Innovation and throughout the journey, in order to increase the chance of upselling and renewing along the journey.
- Aiding Member Success or technical specialist with the site or virtual meetings when necessary with the purpose of helping to educate the Member on Best Practices/best value of membership to ensure our service is a firm-wide solution/service, either post-logo acquisition (Foundation & Adoption) or post-upsell (Adoption).
- Ensuring that renewals are successful when necessary.
- Working alongside & collaborating with Member Success to ensure if the member is lapsing, we get them back on the journey to successfully renew their membership when necessary.
- Attending events, either hosted or industry events, presenting and speaking about 20:20 Innovation within the industry.
- Presenting webinars and presenting the value proposition for 20:20 Innovation.
- Represent 20:20 Innovation at trade shows, exhibitions, and conferences.

- Responsible for follow up communications with customers and maintaining active engagement.
- Responsible for leveraging a variety of tools to develop interactions with clients.
- Achieve and exceed weekly/ monthly metrics including active engagement, meetings scheduled, opportunities created etc.
- Assist the Sales Manager and the wider Sales team with educational pieces to nurture Members.
- Responsible for creating a great impression to our Members by providing them with a first-class experience.
- Responsible for developing knowledge of the membership and associated services/products and value proposition and for setting the tone for the ongoing relationship for our members experience.
- Ensure all Member relationships are followed up in a proactive and timely manner using the CRM and for recording information and updates as it is gathered.
- Support the Sales Manager in providing data for reports as required.
- Support the Sales Manager and wider team in identifying new products and ideas.
- Build and promote strong, long-lasting customer relationships by understanding their needs.
- Support the sales team by ensuring HubSpot is accurate and up to date.
- Support internal teams with feedback & collaboration to ensure the best possible member experience.

#### **About You - You will have:**

- A positive attitude
- A good understanding of data and how this drives decisions and strategy
- A tenacious, confident and enthusiastic personality
- Active listening skills with a compassionate but firm approach
- The ability to be resilient, hardworking & flexible
- Excellent attention to detail
- Excellent organisational skills
- The ability to think on your feet and answer questions with ease
- An inquisitive nature to seek out and deliver feedback in a timely and constructive manner
- Self-motivation and be results orientated
- Embody 20:20 Innovation's values at all points in time and support new initiatives across the business
- Strong IT skills – proficient user of MS Office packages

#### **Desirable**

- Knowledge of the Accounting space, industry and Ecosystem or openness to learn
- Knowledge of HubSpot

## Benefits

- Competitive Salary
- Team Bonus scheme
- Bupa cashplan
- Life insurance
- Company pension scheme
- On-site parking
- Employee discounts

If this role is of interest to you, please email a copy of your CV to [debbie.wain@2020innovation.com](mailto:debbie.wain@2020innovation.com)