

Position Description

Vacancy Title: **Manager – Strategic Accounts**

Location:

Reports To: **None**

Objective

The Manager Strategic Accounts strengthens Asco Motors Fiji's relationships with high-value customers by delivering exceptional service, driving account growth, and ensuring customer satisfaction and loyalty. Managing the full strategic account portfolio for the Toyota and Yamaha brands is the primary responsibility, with a mandate to progressively develop, implement, and expand the strategic account management framework across additional brands as directed by the company. The role reports to the National Sales and Marketing Manager.

Outcomes

Organisational Stakeholders

1. Strategic Account Management

- Full portfolio of Toyota and Yamaha strategic accounts managed, ensuring exceptional service delivery, revenue growth, and long-term customer loyalty.
- Multi-brand strategic account management framework developed and implemented, scalable to future brands as directed by Asco Motors Fiji's leadership.
- Brand-specific account insights, revenue trends, fleet analysis, and performance reporting provided for Toyota and Yamaha, ensuring alignment with each brand's commercial priorities.
- Progressive integration of additional brands supported by designing onboarding structures, fleet support models, reporting templates, and service delivery protocols tailored to each future brand.
- End-to-end strategic account management framework led, ensuring consistent application of qualification criteria, segmentation, value prioritisation, and alignment with national sales strategies.
- Monthly transaction, behavioral, and market analytics conducted to identify high-value customers, emerging fleet opportunities, competitive threats, purchasing trends, and retention risks.
- Comprehensive SOPs developed, implemented, and regularly updated covering onboarding, service delivery, lifecycle management, escalation handling, customer reporting cadence, customer experience protocols, and continuous improvement frameworks.
- Full Strategic Accounts lifecycle overseen, including expectation-setting, contract renewals, performance reviews, customer journey mapping, and proactive risk mitigation to drive long-term account success.
- Data integrity, accuracy, and utilisation of the Fleet Reporting system ensured by monitoring system inputs, conducting audits, supporting staff training, and driving compliance and adoption across all relevant teams.
- Quarterly customer satisfaction surveys designed, administered, analysed, and presented, including trend analysis, root-cause insights, recovery strategies, and improvements to the customer experience.
- Cross-functional collaboration coordinated with Sales, Parts, Service, Finance, IT, and Operations to align on customer requirements, facilitate timely service delivery, resolve escalations quickly, and optimise fleet support outcomes.
- Comprehensive onboarding led for all new Strategic Accounts customers, including customer induction, system access configuration, product familiarisation, service schedule education, and ongoing support pathways.
- Quarterly fleet visits across Central, Northern, and Western regions conducted, performing fleet inspections, customer reviews, opportunity assessments, competitor tracking, and ensuring visibility and relationship strengthening.
- Detailed monthly performance dashboards and management reports prepared, highlighting revenue trends, customer insights, service issues, fleet utilisation, competitive risks, improvement initiatives, and strategic recommendations.
- Complex customer issues and escalations managed by implementing structured root-cause analysis, corrective actions, communication plans, and long-term prevention strategies.
- Continuous improvement championed by identifying service delivery gaps, recommending operational innovations, leading process improvement workshops, and driving adoption of customer-focused enhancements across teams.
- Tender submissions, proposals, pricing reviews, and contractual negotiations supported by providing accurate data, insights, and value propositions tailored to strategic account needs.
- Deep understanding of automotive industry trends, competitors, and mobility solutions maintained to provide informed advice, anticipate customer needs, and position Asco Motors as a trusted mobility partner.

2. Financial Performance

- Revenue and profitability reviews conducted regularly.
- Cross-selling and upselling opportunities identified.
- Targeted value propositions developed for top-tier customers.
- Fleet usage trends monitored through the Fleet Reporting system.
- Customers engaged quarterly to recommend optimisation strategies.

3. Operational Improvement

- SOPs developed and maintained to cover onboarding, service, escalation, and reporting.
- Internal audits of SOP compliance conducted.
- Data updated weekly.
- Reporting efficiency enhanced in collaboration with IT.
- Training conducted for all users of the system.

4. Learning and Growth

- Annual training undertaken in sales, negotiation, and customer relationship management.
- Participation in regional Toyota customer service programs completed.
- Annual review workshops led for process improvement.
- Team innovation encouraged in service delivery.

5. Customer Service Excellence

- Quarterly customer satisfaction surveys implemented.
- Follow-up with recovery or enhancement plans conducted for low-scoring clients.
- Quarterly fleet visits conducted for relationship strengthening.
- SOP-driven response workflows implemented.
- Customer touchpoints and service logs tracked.
- Team members trained on customer service excellence.

Responsibilities - Key Competencies

Competence	Description
Business	
Business Performance	Manage the performance of the organisation.
Systems and Procedures	Develop and/or apply procedures to assist the organisation achieve its goals.
Information Analysis	Make informed decisions by collecting and interpreting data and information
Customer	
Customer Commitment	Demonstrate a commitment to customer service - both internal and external customers.
Commercial Focus	Optimize the commercial viability of the organisation.
Relationship Building	Build beneficial relationships with suppliers and stakeholders.
People	
Problem Solving	Develop practical solutions to a situation.

Qualifications

Qualification	Discipline	Notes
Preferred		
Degree	Business and Management, Sales/Marketing/Advertising	Bachelor's degree in Business, Management, Marketing, or related discipline (required).
Preferred		
Masters Degree	Business Management or Business Administration or related fields	Post-graduate qualification (MBA or equivalent) preferred.
Preferred		
Other		Certifications and/or experience in Customer Relationship Management, Sales Leadership, or Automotive Fleet Management are an advantage.

Work Knowledge and Experience

- Minimum 5–7 years' experience in sales, key account management, or customer relationship management.
- Demonstrated success managing high-value corporate or fleet accounts.
- Strong background in service excellence, customer retention, and commercial negotiation.
- Experience working in the automotive, mobility, or related service industries.
- Proven ability to lead cross-functional teams and coordinate service delivery across departments.
- Advanced MS Office proficiency (Excel analytics, PowerPoint reporting, Word documentation).
- Strong financial literacy and commercial acumen (margin analysis, pricing, forecasting).
- Familiarity with CRM platforms, fleet management systems, or ERP systems.
- Ability to interpret technical vehicle information and service requirements.
- Skilled in data analysis, report writing, and KPI interpretation.
- Must be suitably fit for the role and able to travel for work.

Requirements

Regulatory Compliance Requirements

Valid Group 2 Driver's License

Other Required Requirements

No other required items found.

Interactions

Type	Interaction	Comments
Internal		
	CEO.	
	Sales Teams.	
	Customer Service Teams.	
	Parts Department.	
	Service Department.	
	Finance.	
	IT.	
External		
	Strategic Account Customers.	
	Corporate Clients.	
	Fleet Managers.	

Attributes

Behavioural Styles

Achiever	Puts in effort to achieve a desired result or goal and is motivated by this end and the overall accomplishment.
Detail oriented	Attends to the small elements of a task/activity, ensuring completeness and accuracy.
Innovative	Devises new and creative ways to do things comes up with original ideas.
Integrity	Adherence to moral and ethical principles; soundness of moral character; honesty.

Interpersonal Styles

Extrovert	Outgoing and showing interest in events going on around them, particularly people, new experiences and changing situations.
Perceptive	Shows keen insight and understanding of issues or situations.
Self-sufficient and assured	Readily copes with situations without recourse/need of others, showing confidence and belief in oneself and one's own abilities.
Team Oriented	Enjoys being with others as part of a group or team.

Thinking Styles

Analytic	Able to separate things into their constituent elements in order to study or examine them, draw conclusions, or solve problems.
Decisive	Reaches conclusions, promptly and firmly.
Holistic thinker	Considers issues/situations as a whole rather than analysing or dissecting the parts.
Numerate	Shows abilities in quantitative thought and expression.

How To Apply

Further details about the role description and expected outcomes can be accessed by visiting: <https://app.hrmonise.com/job/4284/asco/manager-strategic-accounts-v-200> All applications must be submitted via the job portal; emailed applications will NOT be accepted.

Contact for Enquiries

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