



## Senior Key Account Executive

### Roles and Responsibilities

The Senior Key Account Executive is responsible for leading a consultative sales approach with NTTDATA's most strategic enterprise customers. Embracing a growth mindset, the successful Key Account Executive manages, orchestrates and leads the internal pursuit teams and closes opportunities that leads customers in the digital age and produce transformative business outcomes.

The main goal of the Key Account Executive is to drive account growth and customer lifetime value.

You will lead account and opportunity strategy and execution working closely with the Solutions Consulting team in order to create and deliver a successful sales strategy, leverage the solutions/service offerings of NTTDATA both local and global to address customer business needs.

In order to understand the client business objectives and deliver solution engagements, you will interface with the client at all levels of the organization from IT to Lines of Business Heads including Executive Levels understanding their pain points, objectives and key result areas. In addition, you will actively participate in and lead account strategy and planning sessions with local and regional NTTDATA teams, which will include individuals from Solutions Consulting, Digital, Marketing, Delivery Team and Principals/ Partners, holds self and the team accountable for executing on plans and meeting customer needs; outlines revenue targets to deliver on account plans;

You will deliver regular sales forecasts and feedback on trends, opportunities and challenges of the customer's business and their industry in order to keep abreast as a Trusted Advisor, monitor performance and forecast your business.

### Strategy and Account Planning

- Develop a holistic approach together with Solutions Consulting team to position potential modernization and digital transformation outcomes that aligned to customer's business and IT priorities. Create an account plan and monitor progress and execution.



- Leverage the close relationships with C-level executives in Lines of Business and IT organization of the assigned account and the broader ecosystem to map NTTDATA solutions with the client's strategic direction, business priorities and IT projects.

### **Customer Relationship**

- Drives a consultative approach in stakeholder relationships. Builds and maintains connections with customer key influencers and decision makers, networks of Principal decision makers and stakeholder, and successfully leverages them when needed for customer success.
- Develops a deep, comprehensive understanding of customer's business needs, priorities, strategies, and industry insights.

### **Business Value Selling**

- Demonstrates a deep understanding of a customer's business and delivers NTTDATA's unique selling proposition in complex selling environments by sharing insights, quantifying business impact i.e. ROI, Business Case that motivates customers to take action. Brings ideas that trigger customer conversations. Develops complex deal/consulting propositions (e.g., multiple workloads, modernization and digital transformation scenarios) with customers.
- Proactively builds and maintains up-to-date knowledge of customer's business priorities, risks and challenges, internal landscape and roadmap, industry/sector challenges, regulations, and trends. Proactively connects with internal and external network of industry experts to build industry knowledge and connections.
- Leverages Principal and NDPH go-to-market scenarios to drive customer conversations and pipeline. Educates client decision makers of assigned account(s) on NDPH value proposition, aligned to the customer's priorities and maturity appropriately differentiating from competitor solutions together with Solutions Consulting. Proactively identifies and engages other stakeholders who are key influencers of decision makers.



### **Account Team Orchestration**

- Orchestrates account-planning cadence working closely with colleagues (and Principals) to ensure successful creation, maintenance, and execution of the account plan, to drive growth and share of wallet. Orchestrates the virtual account team, effectively influencing and collaborating with account-aligned, pursuit and delivery colleagues to bring the best

resources to ensure customer success. Coordinates activities across the virtual account team to successfully close deals

**Deal Excellence**

- Consistently drives deal velocity because of executing high-quality lead qualification and close plan with proper hand offs to delivery for projects and marketing for case study.
- Focuses on opportunities that aligned with NTTDATA strategy, prioritizing opportunities based on highest potential for impact/customer lifetime value.
- Gains active contribution from pursuit team, colleagues and principals in building close plans for all qualified opportunities, commercial strategy for the deal. Executes, updates, and closes on customer-centric actions that achieve alignment between NTTDATA selling and customer buying activities. Anticipates potential risks and blockers and takes proactive action to mitigate to maintain deal velocity.
- Ensures all applicable leads and qualified opportunities are linked to customer priorities in the account/territory plan. Maintains accurate Sales Stage, Forecast Category (e.g., commit, commit at risk, upside) and due dates in the CRM system. Consistently delivers on committed forecast.



## Qualifications

The Senior Key Account Executive must demonstrate an expert level of proficiency in sales and business acumen, pipeline management, customer relations, opportunity identification, complex deal orchestration and negotiation.

- At least 9+ years industry sales experience in the enterprise commercial or public sector (e.g. Financial Services, Conglomerate, Telco, Local Government, etc.)
  - Track record of selling solutions or professional services and meeting and exceeding sales targets
  - Strong relationship skills working with C-level, business decision makers.
  - Excellent interpersonal skills and ability to drive and orchestrate with a virtual team of sales, technical, and operations resources with urgency
  - Strong written, verbal and communication skills , create and deliver business value proposition, focusing on business pains and outcomes instead of features and functions at varying levels of client organization
  - Strong understanding and experience incorporating system integrators and third-party partners into a single customer proposal.
  - Growth mindset, Fast Learner, results oriented, and has the ability to do quality work under pressure and tight deadlines
- Effectively navigate through ambiguity and complexities related to client management