

SENIOR ACCOUNT MANAGER BNP PARIBAS 3 STEP IT

CONTEXT

BNP Paribas Leasing Solutions and 3 Step IT have agreed to create a European strategic alliance with the ambition to provide complete, sustainable, technology lifecycle management solutions internationally. This service offer, deeply rooted in the circular economy, will meet organizations' demands for more flexible and sustainable product as service solutions.

This alliance will be effective in the 20* European countries where each of the partners operates, as part of a partnership developed under the name "BNP Paribas 3 Step IT". Within the partnership, a joint venture operation will trade in 11 countries, starting in France, Italy, Germany, Belgium, the Netherlands and the United Kingdom.

BNP Paribas Leasing Solutions is a European leader in financing professional equipment. It has been active for more than 20 years in the rental and lifecycle management market. Its technology equipment services have been available in France and Italy. The partnership with 3 Step IT enables this business to expand internationally and to strengthen its re-marketing capabilities at the end of the contract.

3 Step IT is a technology life cycle management specialist. It is a leader in northern Europe, with headquarters in Helsinki. Its services include funding the acquisition and management of technology (usually IT devices), and then refurbishing and remarketing them. This partnership enables 3 Step IT to expand into other countries, notably in Western Europe, where BNP Paribas Leasing

The alliance between BNP Paribas Leasing Solutions and 3 Step IT confirms a joint ambition to become a leader in the field of finance and product as a service solutions for technology equipment in Europe.

The plan is to take a lead in promoting the circular economy with services that help maintain equipment in use, and recondition returned equipment for resale to extend its life.

Senior Account Manager POSITION

You will have to build, develop and execute a sales strategy that is designed to win new customers, mid and large corporates, then monitor, drive and develop business with them on the long run.

As a growing number of **BNP Paribas and 3 Step IT**'s customers have international requirements in terms of cost control as well as socially and environmentally responsible action, you will also be supported by our "BNPP 3StepIT" International Business Office (IBO), so as to deliver a unique promise within a multi-country business vision ensuring a consistent global approach and leveraging on our global strengths.

The "**BNP Paribas 3 Step IT**" International Business Office located in Nanterre (France) manages indeed Large International Prospects and Clients with expertise to design and

implement global tailor made fleet strategies, meeting global requirements and delivering them locally.

So as to perform the role of **Senior Account Manager**, you will use your consultative sales approach to define priorities, identify customer needs and propose our IT equipment fleet management services solutions.

You will design a strategy and go to market plans that identify, engage and convert prospects into customers. Whilst you will have accountability for the entire sales cycle, you will be extensively supported by the Business Development Office to construct and execute a strategy to build pipeline opportunities.

For existing customers you will check the delivery of the service, the growth of backlog and ensure customer meets its contractual commitments on services bought, volumes and milestones contracted.

Business relies on face-to-face interactions, to obtain first hand insight into customers, competitors and the market. Such insight will allow you to pitch and propose the operational support you need internally, to deliver a compelling proposal to customer.

You will be first allocated a portfolio of prospects/ clients, which you will manage with a great autonomy. You will learn to know your territory inside out and will be adept at prospecting and influencing at all levels within the customer chain.

In order to achieve this target you will build a strong leadership of the Accounts managed, and pilot the allocated Prospects.

You will work on a long lasting relationship with his customers based on a shared strategy aiming at increasing the “**BNP Paribas 3 Step IT**”’s penetration rate in terms of new assets financing and level of services subscribed. You shall build strong relations with the BNP Paribas colleagues/ metiers, which shall generate potential referrals for our business.

*In your account managing activity as well as Hunting activity you will be supported by the corporate **Business Development Manager** who is responsible for defining & implementing core model tools and offers (Portal, products, ..), supervising subcontractors, performing market & competitive analysis, delivering awareness and lead generation through marketing campaigns.*

MAIN KEY ACTIVITIES

- Reports hierarchically to the “BNP Paribas 3 Step IT” Country Sales Manager
- Proactively prospect through various routes to market, direct (via bank business introduction) and indirect (manage Vendors programs, OEM & Dealers), and meet new accounts
- drive your sales territory, identify key targets, prioritize prospects and engage at a senior level using a range of business development skills

- Identify new business opportunities in existing collaborations with customers and in coordination with IBO
- Support and facilitate expansion of existing international accounts to other geographies in coordination with IBO
- Demonstrate BNPP 3 Step IT's services and concept to customers / partners / key stakeholders
- Research, develop and present compelling and customized sales proposals
 - o to execute the agreed sales strategy for the business
 - o To contribute to the development of the overall sales strategy where appropriate
 - o To manage customers/prospect relationships and to develop new business opportunities in line with objectives set by senior management from time to time
 - o To source and develop new business through direct contacts and via vendor relationships.
 - o To fully use and utilize CRM to manage activity, contact strategy and relationships
 - o To achieve agreed sales targets in terms of volume and gross margin
- Work with the Business Development Manager / Marketing to evangelize the tactics and initiatives designed to engage prospects, build the pipeline and identify new customer
- Develop relations with top decision makers (typically director or C-level) and seek to strengthen customer relationship and maximize share of wallet
- Negotiate contract terms, prices and services
- Collaborate with internal teams to ensure their understanding and following of the agreed terms with the customer and organize at agreed intervals the operational steering committees with him
- To be the single point of contact in charge of dedicated BNP Paribas Branch office and you are responsible of maintaining a high level of satisfaction of the Bank.
- Ongoing contact with customers and internal teams to solve problems, answer questions and create added value
- Create contracts and manage documentation
- Produce yearly account plans and accurate forecasts to maintain an up to date record of all opportunities in CRM
- Travel across geographies of a specified region to meet with prospects and customers when required
- Key activities will include,
 - o Making and support new business calls as agreed. This will include making direct calls to target names. Various media, events and campaigns will be used for lead generation purposes.
 - o Source new vendor opportunities and working with existing vendor relationships to generate new business opportunities
 - o To work with defined teams within existing financial partners to generate new business opportunities

COMPETENCES AND SKILLS REQUIRED:

- Graduated on business, financing or sales related field
- 5-10 years' experience in Sales Managing position preferably in financial institutions, consulting, and IT Equipment market.
- Ideally significant experience within the Operational Leasing Industry.
- Experience from working with international customers
- Excellent written and verbal communications skills in English language.
- Excellent selling, positioning and negotiation skills. Ability to utilize solutions-oriented, systematic approach to selling and mastery of sales best practices.
- Good teamwork and interpersonal skills, including ability to lead, motivate and collaborate with the team.
- Act in ways that demonstrate customer focus and satisfaction by building effective relationships with customers, identifying, meeting and exceeding customer expectations, and by treating customers with dignity and respect.
- Have a genuine interest in developing professional relationships
- In-depth knowledge of given industry and relevant marketplace; can speak with authority, e.g., on industry trends, best practices, competitive practices, regulatory issues, etc.
- Understand key aspects of business, e.g., business models and competitive positioning; also understand how business operates, including role of structure, systems, and processes; can speak in business language when applying professional expertise.
- Use financial analysis to make decisions, evaluate opportunities and choices; knows how financial decisions impact business success. Skill – financial understanding to understand how financial decisions impact business success; ability to read balance sheets.
- Get energy from being out at customer level
- Good at planning and organizing and co-ordinating
- Excellent technical knowledge of IT service model, pricing and sales process
- Ability to draft agreements in English and document commercial proposals.

Mandatory :

- Strong Impact
- Results-driven
- Negotiation skills Integrating the multicultural dimension

Desirable :

Networking

Management skills

- Transversal management, Multi-canal ability
- Leadership authority
- Long term Project Management
- Management by objectives
- Open-Minded, innovative and autonomous

On joining the company you will attend a Company Induction which will introduce you to the different areas of the business and what they do.

Have regular performance reviews with your manager; this will include end of probationary review and regular ones.

You will be expected to complete annual online Compliance training modules via My Development, our online training platform and will continue to receive on the job training throughout your career.

3 Step IT is a Finnish forerunner in the field of IT device lifecycle management, with an international operating history of more than 20 years. Our service portfolio helps customers manage IT devices from financing to use and renewal in a cost-efficient manner, that is transparent and ecological. We are a fast-growing and internationally expanding company, with revenue of 676 million euros in 2018. We have affiliates in 10 countries and some 400 employees. For more information about us, visit www.3stepit.com

As the European leader in asset finance, BNP Paribas Leasing Solutions supports the growth of its clients and industrial partners by offering rental and finance solutions for their professional equipment. At the heart of the usage economy, we provide businesses with the flexibility they need to remain competitive and grow in a sustainable way. Our 3200 employees support our clients and partner's growth by providing them expert advice and more and more digitalized user journeys. In 2018, we financed 357,000 projects for a total volume of 13.5 billion euros in 18 countries, in Europe and also China, the United States and Canada. For more information about us, visit www.leaseingsolutions.bnpparibas.com