



S U R E S W I P E

# Key Accounts & Retentions Specialist

Job Specification



S U R E S W I P E

## About SureSwipe

Sureswipe is disrupting the payment industry making card acceptance easy and accessible to all independents retailers. We are a results driven organisation where high performance is acknowledged and rewarded. An entrepreneurial and self-learning mind-set is encouraged and individuals who take the initiative are recognised and appreciated.

At Sureswipe we do things differently because we know that no two businesses are alike and in order to stand out we need to offer a consistent experience and tangible value. Our vision is to become the favourite payments service provider to all independent retailers across South Africa. Why? Because they work so hard at building and growing a business, that they shouldn't have to work hard at getting paid. To deliver our consistent client care means that we are passionate about our people. Investing in those who take the initiative and who understand and are acceptable to the changing dynamics of a business. If you're a determined self-starter with a curious and pro-active nature then Sureswipe is a fit for you.

Our organisational atmosphere is fast paced and energetic albeit sometimes a little noisy. We have a start-up culture and often have fun. Our team is passionate about client experience and are determined to make a difference in the lives of independent retailers by helping their business grow and succeed. In short we burn for independent retailers.



## Main objectives of the role

- Take ownership of all critical rate negotiations on merchant contracts that satisfies both the business as well as merchants' needs and simultaneously producing beneficial financial results and reducing overall churn.
- Implement a short-term turnaround strategy that will significantly reduce current client churn rates.
- Play an integral part in formulating a sound longer term client retention strategy that will support business growth and keep churn to an absolute minimum.
- Continuously transferring of skills and knowledge with regard to rate negotiation and client retention
- Actively manage key merchant accounts
- Pro-actively identify opportunities for upselling and cross-selling of Sureswipe solutions and value added products that will drive business continuity and growth across the client base.
- Build strong and lasting customer relationships that will positively contribute to Sureswipe's NPS score and increase customer satisfaction and loyalty.
- Burn for independent retailers and actively contribute to the sustained success of Sureswipe as the preferred low-cost provider of payment solutions in the market.

## Essential Skills

- Strong business and financial acumen required
- Excellent negotiation skills
- Customer relationship and retention skills
- Proven track record of value selling
- Efficient coordinating and planning skills
- Proficient verbal and written communication
- Analytical and high attention to detail
- Strong problem-solving abilities
- Ability to coach and motivate others
- Strong interpersonal Skills
- Conflict Resolution



## Qualifications

- Tertiary qualifications in Business Management or Marketing would be preferable.

## Experience

- 5 years proven track record of successfully managing key accounts and driving sales
- Proven experience and success where contract renewals and rate negotiations were required
- Previous experience in a Key Account Management role with a strong focus on client retention
- Prior payments industry or financial services experience would be beneficial

## Main Duties

- **Successful Client Retentions Management**
  - Proactively manage a base of key accounts
  - Formulate and implement both short and long term client retention strategies and action plans that will keep client churn to a minimum
  - Conduct in-depth root cause analysis on breaking points within the business that's contributing to the churn rates and collaborate with all the business owners to drive improvement
  - Proactively engage with key accounts to build strong and lasting relationships
  - Continuously engage with key accounts to cross-sell and upsell VAS products that will add more value for them in doing business with Sureswipe
  - Play an integral part alongside the Account Management team in reducing Preventable Cancellations
  - Provide management with detailed reporting on churn trends, both preventable and non-preventable with action plans to combat churn



- **Contract Rate Negotiations and Renewals**

- Own all rate negotiations from merchants who either received a competitive offering or require a rate reduction due to financial constraints, and ensure a mutually beneficial end result is achieved.
- Implement a proactive strategy that will reduce the frequency of rate reduction requests from merchants and simultaneously keep customer satisfaction in tact.
- Gather strong industry knowledge and what competitors are offering in the market in order to build strong counter product offerings to better position Sureswipe in the event of a rate negotiation
- Use the industry knowledge gained to train the Account Management team to better negotiate with clients that will lead to a decline in cancellation requests.
- Provide management with in-depth reporting on trends and stats on rate reductions and the successes achieved monthly on rate negotiations

- **Proactively monitor site performance and actively engage with merchants based on findings:**

- Swipe Analysis of all linked accounts (Swipe increasing or decreasing)
- Health checks of all linked accounts and act on issues prior to merchants making contact with us (connectivity, repeat cases with call centre, repair cases etc.)

- **Constant focus on growth and expansion:**

- Actively engaging with existing merchants to cross-sell VAS products such as Gift, Loyalty, Cash Advance etc.
- Submit referrals on Sureswipe's referral platform for new merchant acquisitions
- Build relationships with key merchants and facilitate expansion of branches
- Actively look at swipe volumes at merchants and constantly working on strategies and action plans to increase usage



- **Be a custodian of Sureswipe's Continuous Improvement model:**
  - Always look for better ways of doing business with merchants.
  - Improve on your current skills and what future skills you may require to evolve with market trends and the payments industry.
  - Collaborate with other teams and critically evaluate where inter-team processes can be improved on. More importantly be at the forefront of improving such inter-team processes.
  - Critically analyse Account Management processes, activities and play an integral part in the refinement and improvement of such processes and activities.

## Long Term Potential of the Candidate

Growth opportunities at **Sureswipe** are wide and varied. We are a dynamic and growing company that rewards great performance with not only the standard progression (take-my-boss'-job) path, but also offers exciting cross divisional opportunities to those wishing to expand their horizons.

## Reference requirement

External applicants must supply 2 current references (minimum 1 written) at the time of interview.