

B2B AND B2C BUSINESS DEVELOPMENT ACCOUNT MANAGER

Reports to: B2B Sales Manager

Department: Commercial

Duty Station: Field-Based Across Regions

Job Summary

The Business Development Account Manager is responsible for onboarding new customers, expanding Vivo Energy's market presence, and driving business penetration across key sectors. The role focuses on new business acquisition, conducting market surveys, managing pricing processes, executing sales strategies, and ensuring compliance with credit, HSSE, and contracting standards. This position requires strong business development skills, sector insight, and the agility to operate in diverse commercial environments

Key Deliverables

1. Recruit and onboard New-to-Vivo (NTV) accounts across B2B and B2C segments.
2. Grow business penetration in untapped regions and priority industry sectors.
3. Conduct daily market surveys and weekly competitor reviews.
4. Manage key account relationships and ensure consistent business continuity.
5. Administer price approvals, monitor credit limits, and reinforce KYC and contract compliance.
6. Maintain accurate reporting, forecasting, and analysis in support of business decisions.
7. Drive reseller and independent channel growth through structured sales mapping.
8. Lead commercial pipeline development by strengthening SPANCOP discipline and conversion tracking.
9. Coordinate cross-functional onboarding processes to accelerate account activation and early-stage performance.

Expected Output

- Expanded B2B and B2C customer base in targeted sectors.
- Improved credit compliance and faster account activation.
- Accurate sales reporting, market intelligence, and forecasts.
- Strong improvement in market share across assigned territories.
- Increased conversion rate from leads to active customers.
- Higher quality customer onboarding experience and reduced first-90-day churn.

Qualifications

- Bachelor's degree in business management, Sales, or Marketing.
- Sales training and sector-specific certifications are an added advantage.

Experience

- Minimum 5 years' sales experience.
- Experience in FMCG, B2B fuels, or industrial sales preferred.

Competencies

- Strong sales acumen and negotiation skills.
- Strong understanding of commercial value propositions.



- High adaptability to dynamic environments.
- Advanced relationship-building skills.
- Strong CRM proficiency (C4C or similar).
- Territory planning and geographic expansion capability.

Working Environment

Highly mobile, field-based role with frequent travel across regions, customer facilities, corporate sites, and operational locations. The position requires continuous engagement with cross-functional teams including Sales, Supply, Operations, HSSE, and Finance as well as regular interaction with government institutions, corporate stakeholders, and commercial partners. The role operates in dynamic, high-activity environments where responsiveness, strong planning capability, and strict adherence to HSSE standards are essential. It also demands the ability to manage multiple priorities simultaneously while maintaining professionalism and service excellence across diverse customer settings.

Performance Metrics

- Number of new accounts acquired per period.
- Volume uplift and contribution to gross margin.
- Credit compliance and account retention.
- Competitive intelligence reporting quality.
- Lead-to-conversion cycle time.
- Accuracy of forecasts and SPANCOP pipeline.