



KEY ACCOUNT MANAGERS: THE MOVE TO ONLINE

Key Learnings

Live Career Q&A by Noble Futures
With guest speakers from Fetch.co.uk

Ben Penrose - Head of buying and
Lauren Chong - Veterinary Services Manager





ONE OF MOST SUCCESSFUL ONLINE
RETAILERS WITHIN THE PET CARE INDUSTRY

8000 SKU's, £90m retail sales a year.
150k consumers a week catered for.

KEY LEARNING

To be successful as a key account manager, your relationship with your buyer is key.

GET TO KNOW
YOUR BUYER

HOW TO BUILD A SUCCESSFUL RELATIONSHIP WITH KEY BUYERS

- Preparation is key
- Do not be afraid to put the opportunity up front
- Bring value and present the opportunity

Why you're here

This is what you do

This is why it's important to the buyer

Make recommendations that will benefit both parties

- Buyers are under resourced, so help them to help you
- Understand that the relationship works both ways
- Deliver on time
- Accountability and detailing next action steps for both sides are vital for success.

Key skills as an account manager in the digital space

- The ability to move across, understand and support different functions
- Digital marketing qualifications are always a bonus
- Ability to communicate across many different channels
- Be comfortable with technology
- Time management
- Data analytics
- The ability to follow trends and create amazing data!

GROWTH TRENDS

- Market growth – more pets, more calories needed in the market
- Food trends – as people are home more, convenience is less important and wet and food that needs preparation is growing
- 40-50% growth in treats segment
- Toys another big growth area
- People are humanising their pets which is influencing products and marketing

Challenges for the online retailer

- How to engage with the consumer
- How to bring different service elements together to meet the customers' needs and add more value
- How to understand the information you have about the pet to give a better product back to the customer
- How to gamify the purchasing process to reward consumers and encourage certain purchases and behaviours

THE FUTURE

- Personalised and tailor made products
- Partnerships – brands, retailers and service providers join hands to create new co-systems for the pet sector.
- Customers learned to do more at home (e.g. grooming) and so need the products to support these new skills
- Subscription offerings
- Veterinary subscriptions are game changing for the veterinary profession as they dramatically improve compliance.

Team insights from the event



Chris Whatling

I learned that above all else it is important to be authentic, transparent and add value whenever working with Fetch as a KAM.

I was also really interested in where Fetch.co.uk had seen particular growth within the industry from Wet Food to Grooming products etc.

Ben and Lauren's thoughts on what the future of the pet industry will look like were very insightful too.

I was really interested to hear about the insect protein being on the increase!! Personalised products on the increase isn't as surprising as I've read Amazon seeing the same phenomenon.

Also insights re how online retailers might entice shoppers to fill their basket as oppose to subscription based pet food shopping for example.

Barbara Arndt



Sophie Harper

It was great to understand more about the time pressures that buyers face and how they appreciate transparency and authenticity from their Key Account Managers. It was also really interesting to learn how the two roles found that added extra value in different areas (I.E Lauren's role appreciates a more technical approach from a sales pitch than Ben's role) and how by a KAM taking the time to understand this and tailor this approach for who they are talking with in the business, can really help support the client in the best way possible.



I think for me it was how the changes in trends are forecast and how that impacts the marketing with ecommerce sales moving forward.

Even more so at the moment with a huge increase in both the puppy populations and owners having more of an interest in what is actually in their pets products such as diets and supplements.



Kay Ritchie

If you'd like to discuss your current or future recruitment needs, please call the team today:

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