

NAME

**Alex Stephens**

ROLE

**Account Director (mobile)****GIACOM.**

Alex has a strong background in business acquisition, having previously worked directly with prominent companies such as Vodafone, O2 and EE. With around 10 years of experience in the communications industry, one of his primary challenges in this new role was adapting to the channel landscape.

However, his experience has given him valuable insight into what partners need to thrive. As an Account Director in Mobile, his role focuses on collaborating with select partners to safeguard customer spend and existing revenues while driving growth. This involves closely supporting partners and immersing himself in their unique requirements.

## Key Achievements

Alex took over an account that was in decline, with the client on the verge of moving their services elsewhere. He quickly engaged with the partner, provided lead to cash support - upselling Union Street to bill, assisted with recruitment and offered guidance and sales training on prospecting to the partners sales teams, equipping them with the tools needed for sales success.

As a result, the account has now elevated to a strategic level, valued at approximately £1.7m a year. This accomplishment was a significant milestone for Alex, earning him considerable recognition from both the partner and the executive team. Below is some of the feedback he received:



*"Alex Stephens has been a huge asset to our business and had massively added value in every discussion he has been involved in".*

*"This is where we really get value from Giacom, Alex really is the secret sauce, he is a true extension of our team, helping with training, pricing, advice, support and sometimes even help closing a deal. The easiest way to describe what Alex does is by saying he always does what he says he will and gets back to you when he says he will, sounds simple but so many people get that wrong".*

*"Giacom account management carried out a series of sales sessions/workshops with our mobile sales force, covering the product offering in detail, product specific sales techniques, telephone prospecting, and buying cycles. This helped maximise our operational endeavours when considering the cross pollination of wholesale mobile to our existing customer base."*

*"I always had reservations about dealing with DWS before you became Giacom but I have to say I am pleasantly surprised to how well things have gone (mainly due to Alex's support) the commercials are simple and allow us to win deals that we otherwise would have been outpriced on, so we are more than satisfied and I am looking forward to the relationship developing in the future."*



## A Q&A with Alex

### How do you achieve or exceed your KPI's?

The key here is to know where your business is coming from and what your pipeline looks like. Embrace the conversations in asking partners what they expect to deliver and leverage commercial acumen and sales trends in the market to support when needed to bring in the business. I find it helps to embed yourself as part of the furniture with your partners, so you can truly understand what their requirements are and what makes them tick.

To work in sales, you need to be entrepreneurial and have a clear hunger to succeed.

### What do you love about working at Giacom?

The people, both the partners and colleagues. I haven't had a management team this supportive until I joined Giacom. My Line Manager, David Edwards, and MD, Wilf, have been great mentors, on hand to offer support and guidance. I also thrive in an un-micromanaged environment, which allows me to treat my role as my own business – which quenches my entrepreneurial interests. I also enjoy working harmoniously with the other sales towers.

### How do you handle challenges in your role?

Having career experience working in acquisition roles for the direct networks, the transition to channel initially posed a challenge. As seemingly, my sales fate lay in the hands of the partners. However, once I embedded myself within the base, I positioned myself to work front line with the partners sales teams, which allowed me to support in stacking commercials, and positioning bids – which gave a much more hands on feel and total visibility of where my business was coming from.

### Where do you see your career in 3-5 years' time?

I am here for the long run and feel really content in his role. In the future, I'd like to move into a more strategic role and continue to deliver new products that come out into the marketplace.

### What do you do outside of work?

My main enjoyment outside of work is watching my son play rugby for Wakefield Trinity. I'm also an avid biker, with annual trips to the Isle of Mann TT races and little bit of gym, when I get the time!