

Andre Almond

Key Account Manager -
Weathermaster

Weathermaster®

Background

- Started with NZWS July 2014 - CHCH based
 - PRSS coordinator/Sales support - 1 year
 - Account manager - Nelson/Marlborough, Canterbury/Westcoast, Taranaki - 5 ½ years
- Favourite products
 - Shutters
 - Kona awnings
 - Whispers
- Interests
 - Cars (in general & RC Nitro racing)
 - The home life
 - Gardening & Home DIY
 - Travel



The KAM role

Essentially the glue between NZWS & Weathermaster

- NZWS
 - Marketing strategies
 - Working closer with product team on future releases
 - Quality control
 - Education and development
 - Process improvement for improved distributor experience
 - Assisting our sales team for consistent service
- Distributors
 - Local service expectations are met
 - Maximise sales opportunities within each territory
 - Advertising support
 - Improved communication platform from NZWS



Your brand, your voice

- Marketing
 - Do you think the first touchpoint of our digital advertising needs to be product based or services based?
 - Should we look at supporting a national charity? Any experiences?
 - Does anyone require more assistance with Social Media & website development?
 - Do you see value in Weathermaster engaging a brand ambassador?
- Product
 - Rollerblind fabric review; what do you feel the range needs?
 - Fabric folder preference
- What key focuses do you see NZWS needing to focus on in order to grow your business?
- Frequency of conference call
- Weathermaster's 60th Anniversary - October 2022
- Next conference April/May 2023

