



## Account Manager

### Role Description

The role of an Account Manager is to engage at C suite level to proactively retain and develop existing client relationships and income from a portfolio of significant clients, and also to develop and grow new client relationships. An Account Manager is expected to manage a client portfolio in order to maximize the long-term mutual value of the relationship for both parties.

Account Managers build strong relationships with clients by providing them with prompt and knowledgeable support and guidance, becoming the “go-to” resource and their primary point of contact within the company.

The role involves the ability to identify, define and present propositions that provide mutual benefit to senior management, both in the client and in the Account Manager’s own company, as well as having the ability to understand and drive towards the achievement of pre-defined Key Performance Indicators (KPIs). Skills and experience in managing projects, campaigns, co-ordination of team members, developing timelines and setting deadlines in order to achieve client and own-company objectives are also required.

### Abilities

Candidates for an Account Manager role will require an above average set of skills including specifically the ability to do the following:

- **Quickly gain** an understanding of a client account, whether existing or new, identifying the way they work, what they expect from the company and, what opportunities exist in the client for the company’s offerings.
- **Align** the company’s KPIs against the client’s expectations and needs and develop a structured account plan to achieve all goals and targets.
- **Establish** close relationships with client stakeholders and own company stakeholders, communicating goals, objectives and timelines clearly.
- **Proactively** seek to grow business within each client, whether existing or new, for mutual benefit.
- **Manage** expectations of all stakeholders using highly developed communication, listening, questioning and reporting skills.
- **Be able to** analyze results, explain variances and update account plans, in accordance with changing conditions found at any time.
- **Develop** and manage project and sales plans to exceed all targets, whilst concurrently improving customer satisfaction.
- **Deal** with all aspects of campaigns and campaign management, maximizing their impact and optimizing the results.

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