



... → Internal Account Manager

Role Description

The Role of an Internal Account Manager is to proactively retain and develop existing client relationships and income from a portfolio of nominated clients and develop and grow new client relationships or expand relationships within the client as appropriate. An Internal Account manager is expected to manage the client portfolio in order to maximize the long-term mutual value of the relationship for both parties by providing prompt and knowledgeable support and guidance, becoming the 'go-to' resource and primary point of contact within the company.

The role involves the ability to identify, define and present propositions to clients over the phone that demonstrate mutual benefit, both for the client and for the Internal 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 with other team members, developing timelines and setting deadlines in order to achieve client and own company objectives, are also required.

Abilities

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

- **Engage** clients effectively and successfully over the telephone.
- **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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