



... → Sales Account Manager

Role Description

The role of a Sales Account Manager is to proactively retain and develop business across a wide portfolio of typically smaller clients – while also identifying new clients as necessary – with a focus on maximizing the revenue from each client by developing appropriate relationships within the client, and finding new and innovative ways to continually enhance the clients' preference to buy from them, rather than from any other source.

Sales Account Managers are typically very proactive, positive and outgoing in nature and will constantly seek new areas of opportunity within existing clients. They will have a very good telephone manner and will also be very personable and persuasive when face to face with clients. One additional key skill required by Sales Account Managers is the ability to quickly qualify whether a client is a good, ongoing revenue prospect, and where this is not the case, they will need to be able to diplomatically 'park' that relationship, and fill the revenue void by accurately identifying and targeting new prospects where there is a better return available.

Abilities

Candidates for a Sales Account Manager role require above-average qualification skills and will also be very capable of positively engaging clients both over the phone and face to face. The skills required for the role include the ability to:

- **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 offerings to the client's needs and qualify the scope of the potential opportunity base within the client.
- **Establish** close relationships with relevant client stakeholders communicating goals, objectives and timelines clearly both to the client and internally.
- **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.
- **Build an** emotional bond with the client ensuring they develop a 'fondness' for the company and offerings which will drive a 'preference' to buy from you.
- **Develop** and manage documented plans to exceed all targets, whilst concurrently improving customer satisfaction.
- **Deal** effectively with all leads, whether from marketing campaigns or other sources, maximizing their value and optimizing the results.

online sales talent assessment ← ...

AMERICAS

SalesAssessment.com Limited,
1800 JFK Boulevard, Suite 300, Philadelphia,
PA, 19103, USA

t: (888) 991-9891

e: inquiries@salesassessment.com
www.salesassessment.com

EMEA

SalesAssessment.com Limited, Longcroft,
Church Lane, Arborfield, RG2 9JA, UK

t: +44 (0)207 078 8818

e: enquiries@salesassessment.com
www.salesassessment.com