



SALES FORCE JOB DESCRIPTIONS

Senior Account Manager Job Description

The Sales Management Association
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About The Sales Management Association

The Sales Management Association is a global professional association focused on sales management's unique business and career issues. The Sales Management Association fosters a community of interest among sales force effectiveness thought leaders, consultants, academics, and sales management practitioners across many industries.

Through training workshops, online resources, and research materials, The Sales Management Association addresses the management issues of greatest concern to practicing sales managers. The Sales Management Association's focus areas include management leadership, sales force performance coaching, sales planning, sales process management, enabling technologies, incentive compensation, and sales force support.

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POSITION OVERVIEW

The Senior Account Manager maintains and grows relationships with large customers, while achieving an assigned sales and profit growth goal. Reporting to the Field Sales Manager, the Senior Account Manager is expected to retain existing business, while pursuing profitable growth opportunities in assigned customer accounts.

The Senior Account Manager is responsible for selling and supporting the firm's complete product and service offering to an assigned set of named accounts. Focusing on customers with high-value, strategic growth opportunity, the Senior Account Manager's most important customer interactions are face-to-face meetings.

The Senior Account Manager is responsible for achieving an assigned sales and profitability goal.

JOB RESPONSIBILITIES

- Retains and profitably grows firm volume, sales, and profitability through proactive management of assigned large-customer relationships.
- Penetrates assigned accounts by:
 1. Selling new or additional products or services to current buyers; and/or
 2. Finding additional buyers within the existing customer location; and/or
 3. Selling additional customer locations.
- Sells the firm's complete offering of products and services.
- Leads all aspects of the sales process, calling upon others to assist in solution development and proposal delivery, as needed, or as directed by management.
- Develops customer account plans for all assigned customers by leading a joint company/customer planning process that identifies relevant customer needs, prioritizes initiatives and company investments, and establishes a clear action plan for success.
- Proactively manages customers' satisfaction and service delivery by anticipating potential service problems, and monitoring satisfaction.
- Manages assigned customers' transition from the Business Development group during customer implementation.

ACCOUNTABILITIES AND PERFORMANCE MEASURES

- Achieves assigned sales quota
- Meets assigned expectations for profitability
- Establishes customer account plans that meet company standards in all assigned accounts.
- Maintains high customer satisfaction ratings that meet company standards
- Completes required training and development objectives within the assigned time frame

ORGANIZATIONAL ALIGNMENT

- Reports to the Field Sales Manager
- Enlists the support of sales specialists, implementation resources, service resources, and other sales and management resources as needed.
- Works closely with Customer Service Representatives to ensure customer satisfaction and problem resolution.
- This position may have direct report staff assigned to support responsibilities in specific customers.

QUALIFICATIONS

- Four year college degree from an accredited institution
- Minimum six years of sales experience in a business-to-business, large/strategic customer segment; or
- A record of achievement in the Account Manager position.
- PC proficiency

ENVIRONMENTAL JOB REQUIREMENTS AND WORKING CONDITIONS

- This position includes periods of telephone-intensive work and may require sitting for long periods of time
- This position includes outside travel to customers' premises
- All prospective employees must pass a background check.

ABOUT THE SALES MANAGEMENT ASSOCIATION'S JOB DESCRIPTION LIBRARY

The Sales Management Association makes these sample job description available to its members in order to provide representative examples of job descriptions – not as a recommendation of job design or specific job responsibilities. Additional job descriptions and resources are available at www.salesmanagement.org.