STRATEGIC ACCOUNT MANAGER

Job Description:

The Strategic Account Manager maintains and expands relationships with strategically important large customers. Assigned to three to five named customers, the Strategic Account Manager is responsible for achieving sales quota and assigned strategic account objectives. The Strategic Account Manager represents the entire range of company products and services to assigned customers, while leading the customer account planning cycle and ensuring assigned customers’ needs and expectations are met b y the company. The Strategic Account Manager usually reports to executives, such as the Vice President of Strategic Accounts.

Job Responsibilities:

* Establishes productive, professional relationships with key personnel in assigned customer accounts.
* Coordinates the involvement o f company personnel, including support, service, and management resources, in order to meet account performance objectives and customers’ expectations.
* Meets assigned targets for profitable sales volume and strategic objectives in assigned accounts
* Proactively leads a joint company-strategic account planning process that develops mutual performance objectives, financial targets, and critical milestones for a one and three-year period.
* Proactively assesses, clarifies, and validates customer needs on an ongoing basis.
* Leads solution development efforts that best address customer needs, while coordinating the involvement of all necessary company personnel
* Reports to the VP Strategic Accounts
* Enlists the support of sales specialists, implementation resources, service resources, and other sales and management resources as needed.
* Closely coordinates company executive involvement with customer management.
* 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.

Job Qualifications:

* Bachelors in marketing or related field
* Masters in marketing preferred
* Experience as a strategic account manager

Opportunities as a strategic account manager are available for applicants without experience in which more than one strategic account manager is needed in an area such that an experienced strategic account manager will be present to mentor.

Job Skills Required:

* Willingness to travel
* Understanding of the sales and marketing industry
* Understanding of the company’s marketing needs
* Great interpersonal and communication skills
* Proven success in sales
* Business development and strategy implementation knowledge
* Strong leadership and decision making skills
* Ability to sell, manage and drive growth
* Excellent customer relationship management skills
* Ability to meet sales targets and production business goals
* Sense of ownership and pride in your performance and its impact on company’s success
* Critical thinker and problem-solving skills
* Team player
* Good time-management skills
* Great interpersonal and communication skills
* Familiarity with industry’s rules and regulations
* Ability to lead
* Ability to resolve interpersonnel issues