



SALES FORCE JOB DESCRIPTIONS

Strategic Account Manager Job Description

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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 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 by the company.

The Strategic Account Manager reports to the Vice President of Strategic Accounts.

JOB RESPONSIBILITIES

- Establishes productive, professional relationships with key personnel in assigned customer accounts.
- Coordinates the involvement of 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.

ACCOUNTABILITIES AND PERFORMANCE MEASURES

- Achieves assigned sales quota in designated strategic accounts.
- Meets assigned expectations for profitability.
- Achieves strategic customer objectives defined by company management.
- Completes strategic customer account plans that meet company standards.
- 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 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.

QUALIFICATIONS

- Four year college degree from an accredited institution
- Minimum ten years of strategic sales experience in a business-to-business sales environment.
- PC proficiency

ENVIRONMENTAL JOB REQUIREMENTS AND WORKING CONDITIONS

- This position requires extensive travel.
- 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.