Area Title:	Account Manager Job Map	ID:	GW16MG61
Map Title:	Account Manager	Map ExtID:	M8MU98XS
Map Type:	Map	Date/Time:	2021/08/02 08:11:38 PM

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Slide: 2 of 2
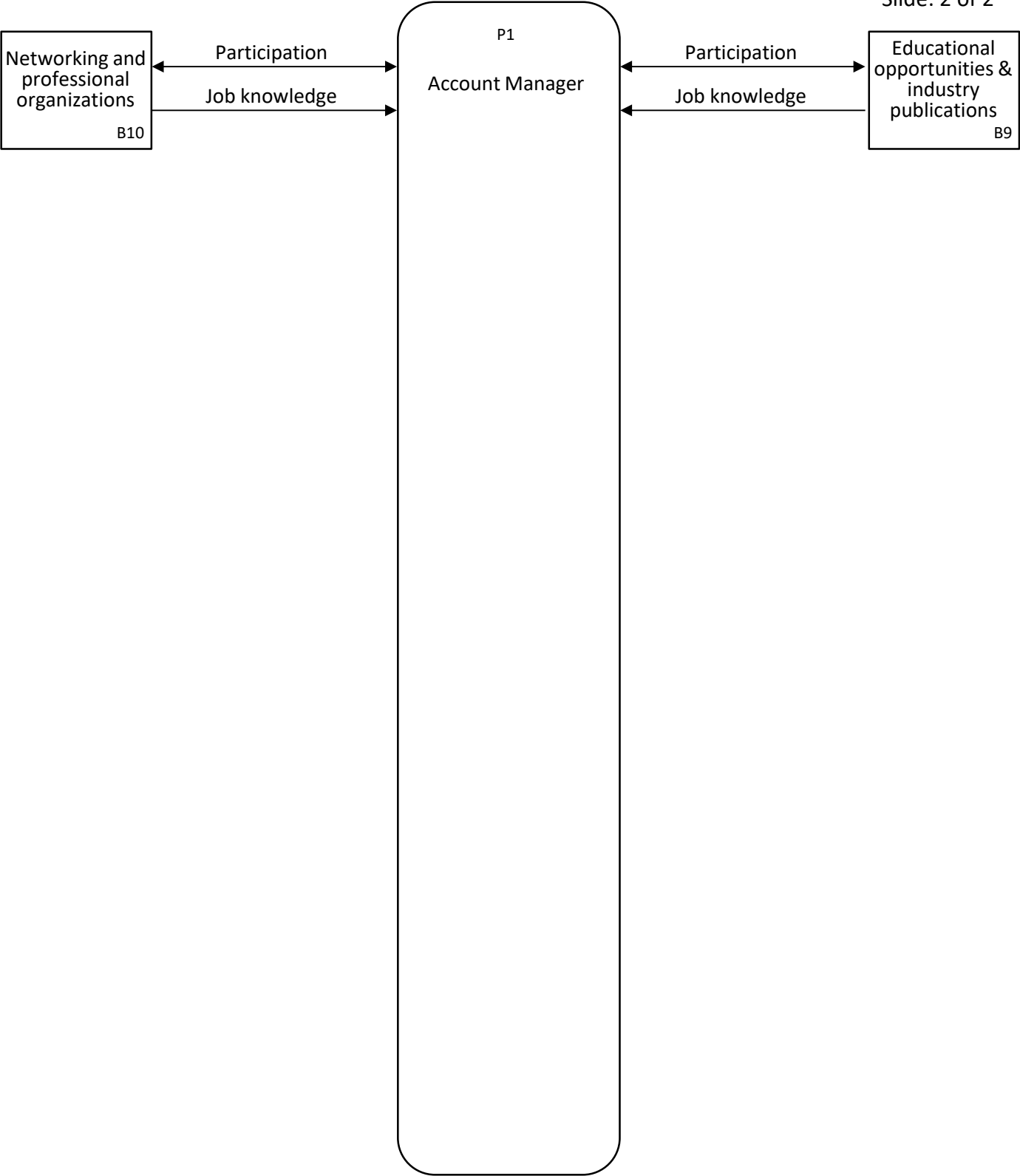
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Flow codes: ==>[] : to Central Process; <==[] : from Central Process; <==> : to/from Central Process	Candidate Interview Information Capture		
Main Text	**Evidence/Examples**	**Notes**	**Score 1 to 5**
Account Manager *Map Central Process*			
Analyze Current Customer Situations P2			
Goal Identify and evaluate customer needs			
Goal Identify and qualify new opportunities			
Initiate New Sales to Existing Customers P3			
Close Sales P4			
Support New Product and Service Development P5			
Goal Evaluate current products			
Goal Identify needs to be filled			
Goal Analyze customer reactions to products and services			
Update Job Knowledge P6			
Enhance Department Reputation P7			
Goal Accept ownership for accomplishing new and different requests			
Goal Explore opportunities to add value to job accomplishments.			
General P8			
Goal Skills and Qualifications			
Note Maintaining a client base			
Note Establish partnerships/alliances			
Note Prospecting skills			
Note Ability to meet sales goals			
Note Fostering teamwork			
Note Planning			
Note Building relationships			
Note People skills			
Note Customer focus			
Note Takes initiative			
Note Emphasizing excellence			
Goal Education and experience requirements			
Note Bachelor???s or master???s degree with a concentration in marketing, promotions, advertising sales, or business administration preferred			
Note Industry experience a plus			
Note 3+ years sales experience exceeding quotas			
Note Stable employment history			
Left Side Column			
Existing customers (for sales potential) B2			
==>[] **Current business information**			
==>[] **Interviews with key customer personnel**			
==>[] **Information on product use, value and results**			
Existing Customers (for new sales) B1			
<==> **Ongoing relationship building communications**			
==>[] **Account analysis information**			
<==[] **New sales ideas**			
<==> **Appointment scheduling**			
<==[] **Initial presentations**			
<==[] **Explanation of product/service enhancements/additions**			
<==[] **New product and service introductions**			
<==> **New sales exploration conversations**			
<==> **News sales closing conversations**			
Goal Overcome objections			
<==> **New sales contracts**			
Networking and professional organizations B10			
<==> **Participation**			
==>[] **Job knowledge**			
Right Side Column			
Sales Team B3			
[]==> **New sales strategies**			
[]==> **Customer needs, results and reactions**			
[]==> **Competitive product information**			
<==> **Interviews to gather customer information**			
Applications Development B4			
[]==> **New application recommendations**			
Support Team B5			
<==> **Interviews to gather customer information**			
Other Company Departments B6			
<==> **Interviews to gather customer information**			
Product Engineering B7			
[]==> **New application specifications**			
<==> **Conferrals on new application specifications**			
Competitive Products And Services B8			
[]<== **Competitive analysis information**			
Educational opportunities & industry publications B9			
<==> **Participation**			
[]<== **Job knowledge**			

Account Manager

Account Manager Job Responsibilities:
- Develops new business by analyzing account potential; initiating, developing, and closing sales; recommending new applications and sales strategies.
- Identifies potential in accounts by studying current business, interviewing key customer personnel and company
- personnel who have worked with customer; identifying and evaluating additional needs; analyzing opportunities.
- Initiates sales process by building relationships; qualifying potential; scheduling appointments.
  Develops sales by making initial presentation; explaining product and service enhancements and additions.
- introducing new products and services.
- Develops new applications by preparing specifications; conferring with product engineering.
- Closes sales by overcoming objections; preparing contracts.
- Contributes information to sales strategies by evaluating current product results; identifying needs to be filled.
- monitoring competitive products; analyzing and relaying customer reactions.
- Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.
- Enhances department and organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.