

Job Description

Job Title: Sales Account Manager
Department: Sales / Marketing
Reports To: Head of Sales / Marketing
FLSA Status: Exempt

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Section 1: Summary of the Position

Responsible for overseeing all aspects of sales, developing new accounts, promoting company growth, and managing relationships and customer expectations

Section 2: Primary Responsibilities

Promote and sell product and services to meet and surpass profitability goals.

Develop and implement plans to acclimate the existing customer base, and introduce new accounts

Maintain knowledge of company products and services offered as well as internal departmental activities to constructively identify leads.

Establish and maintain good customer relations to enhance the company's image via telephone, email, and personal contact.

Maintain appropriate records for the development of sales forecasts for each customer

Prepare and present written proposals and bids

Prepare periodic sales reports to keep the Director of Marketing and other management informed of the activity

Follow up customer leads via telephone, email and personal contact

Schedule sales appointments and travel to customer locations to present company products, services, and pricing information in a professional manner.

Provide customer with price quotations, product information, and additional details as appropriate.

Attend training activities and trade shows on behalf of company to present information regarding company products and services

Perform other job related duties as assigned

Section 3: Competencies

Build Customer Value

Key Behaviors

- Anticipates and adjusts to customer needs
- Manages prospects and expectations
- Prioritizes work based on customer expectations
- Evaluates the impact of decisions on customers
- Provides exceptional customer service
- Measures customer value and experience

- Makes it easier to do business with us

Business Acumen

Key Behaviors

- Understands and maintains up-to-date knowledge of issues within the business, the market, and the industry
- Uses good judgement in guiding the business
- Develops effective tactics based on knowledge of the business and marketplace
- Negotiates well on behalf of the business
- Identifies key business issues on a regular and ongoing basis
- Understands and utilizes economic, financial and industry data when making business decisions
- Makes good business decisions in stressful, complex, and ambiguous situations

Formal Presentation

Key Behaviors

- Presents ideas clearly and concisely
- Is at ease and confident when presenting
- Effectively utilizes graphics and prepares persuasive written presentations
- Uses analogies, illustrations, body language and voice inflections to maintain audience attention
- Organize ideas and thoughts in a logical, organized, sequential and persuasive manner
- Establish rapport with the audience and effectively manages group during presentation
- Effectively anticipates and handles tough questions and objections
- Tailors message to audience to enhance understanding and retention of the message

Information Gathering

Key Behaviors

- Demonstrates ability to gather appropriate information
- Identifies the information needed to clarify a situation or make a decision
- Seeks help when the information is difficult to obtain
- Seeks out knowledgeable people to obtain information or clarify a problem
- Efficiently identifies sources of information for a wide variety of problem needs
- Probes skillfully questioning to draw out implied and indirect information
- Develops effective methods to improve the quality of information gathering, resulting in improved content and value

Relationship Building

Key Behaviors

- Builds relationships within and outside the organization
- Devotes time and effort to maintaining a broad network of relationships
- Leverages and contacts to solve problems, gain knowledge, or develop new business
- Looks for ways to collaborate in order to build a mutually beneficial relationship
- Identifies and initiates new relationships to add to the network
- Develops networks that are diverse in level and function
- Establishes and maintains high quality, lasting relationships for the purpose of achieving business goals

Selling / Marketing Analysis

Key Behaviors

- Uses knowledge of customers, competitors and products or services to develop or enhance sales performance
- Asks questions to understand the individual needs and concerns of a potential client
- Demonstrates the benefits of a product or service to a customer's need
- Advances the sale by adjusting presentation and information delivered based on the potential client's needs
- Anticipates changes in the market or sales environment and executes strategy to manage the impact
- Overcomes objections and resistance by checking client understanding and linking needs to benefits

- Develop techniques to market in a unique or different way in order to gain market share
- Identifies potential client needs and initiates new product development based on them

Section 4: Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Language Ability

Ability to read, analyze and interpret general business periodicals, professional journals, technical procedures or governmental regulations. Ability to write reports, business correspondence and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers and the general public.

Math Ability

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages area, circumference and volume. Ability to apply concepts of basic algebra and geometry.

Reasoning Ability

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram or schedule form.

Computer Skills

To perform this job successfully, an individual should have knowledge of word processing software; spreadsheet software and database software.

Education/Licenses/Certificates

Bachelor's degree (B.A. / B.S.) from four-year college or university in business, engineering or marketing; or three to six years related experience and/or training; or equivalent combination of education and experience.

Section 5: Travel

Required Travel: 33% of hours

This position requires 100% travel both internationally and within the United States of America, via air, rail or road, travel in car, van or truck.

Section 6: Physical and Environmental Demands of the Position

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to use hands and talk or hear. The employee is frequently required to stand, walk and sit.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally exposed to wet or humid conditions (non-weather); work near moving mechanical parts; outdoor weather conditions; risk of electrical shock and vibration.

The noise level in the work environment is usually moderate.

Section 7: Employee Acknowledgement of Receipt

The information contained in this job description is intended to describe the essential job functions required of those assigned to this job. It is not intended to be an exhaustive list of all accountabilities, activities, and knowledge needed to perform the job. Please note that job functions are reviewed periodically and are subject to change based upon company business need.

Employee Name (printed)

Employee Signature

Date

CC: Employee
Employee General Personnel File