

## **New Business Development Account Manager**

### **SUMMARY**

Responsible for all sales activities, from lead generation through close in an assigned territory. Develops and implements agreed upon Business Plan which will meet both personal and business goals of expanding customer base in the marketing area. Works within the sales and support teams for the achievement of customer satisfaction, revenue generation, and long-term account goals in line with company vision and values.

### **PRIMARY RESPONSIBILITIES**

- Present and sell company products and services to current and potential clients.
- Prepare action plans and schedules to identify specific targets and to project the number of contacts to be made.
- Follow up on new leads and referrals resulting from field activity.
- Identify sales prospects and contact these and other accounts as assigned.
- Prepare presentations, proposals and sales contracts.
- Develop and maintain sales materials and current product knowledge.
- Establish and maintain current client and potential client relationships.
- Prepare paperwork to activate and maintain contract services.
- Manage account services through quality checks and other follow-up.
- Identify and resolve client concerns.
- Prepare a variety of status reports, including activity, closings, follow-up, and adherence to goals.
- Communicate new product and service opportunities, special developments, information, or feedback gathered through field activity to appropriate company staff.
- Coordinate company staff to accomplish the work required to close sales.
- Other duties as assigned.

### **ADDITIONAL RESPONSIBILITIES**

- Participate in marketing events such as seminars, trade shows, and telemarketing events.

### **KNOWLEDGE AND SKILL REQUIREMENTS**

- Ability to persuade and influence others. Ability to develop and deliver presentations. Ability to create, compose, and edit written materials. Strong interpersonal and communication skills. Knowledge of advertising and sales promotion techniques. This is normally acquired through a combination of the completion of a Bachelor's Degree and three to five years of sales or marketing experience.
- Visibility requires maintaining a professional appearance and providing a positive company image to the public.
- Work requires significant local travel to current and potential clients. This requires the possession of a valid state driver's license
- Work requires willingness to work a flexible schedule and occasional overnight travel.

### **WORKING CONDITIONS**

Working conditions are normal for an office environment. Work requires significant local travel and may require occasional overnight travel and weekend and/or evening work.