

# spencerharrington

## Account Management

### **Introduction;**

- You will be responsible for a select number of clients, often you will be given these accounts from a predecessor but sometimes you will have to bring them on yourself.
- There is an onus on building strong relationships within this role; you will need to be a constant for your clients from selling your product to providing after-care.

### **Who it suits;**

#### Personality

Account management demands great relationship building skills, you will need to be very personable and enthusiastic. Providing an all round good service is essential as you will be targeted on securing renewals of contracts which can only be achieved if your accounts are happy with the service you provide.

#### Skill Set

You will need to be able to build great rapport and to develop your relationships.

#### Attitude

A hardworking attitude is essential; you'll need to maintain a positive approach and be responsive towards your clients needs at all times.

### **USPs;**

- You will exclusively be dealing with existing clients and up-selling so the role is less volume based and more quality driven.
- Relationship building – your success will depend upon your ability to create a strong rapport and provide a good service to your accounts.

### **Progression;**

- Once you have seen significant success you will be given the responsibility of bigger, better and higher volume accounts to manage, increasing your chance of higher earnings and better experience
- You will have the chance to become an account director where you will manage a team of account managers

### **Earnings;**

- Basic salaries normally range from £18 – 25k with commission on top every time your client renews their service or upgrades. Long term as an account director you have the opportunity to earn £70k as a basic with bonuses on top.