



Example of Account Manager, End User Job Description

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Our innovative and growing company is looking for an account manager, end user. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for account manager, end user

- Build relationships with existing and new customers by entertaining such as lunches, dinners or special events
- Planning new lead generation activities for Road Lighting & City Touch System's project pool with high level of commitment and strong desire to be part of whole End-User Business Sales Team
- Responsible for all entire sales cycles from prescription to invoicing include order booking and follow payment due dates
- Analyzing market needs and trends for total system sales and deploy proper WOW strategy with marketing support
- Managing sales process fulfill of qualification, demonstration, negotiation and order closing
- Using effective time management for visits and territorial working master plans to maximize results
- Documenting all activities for daily business into the sales force automation tools
- Identifying sales opportunities and leads through direct approach or partner programs also within all necessary networking
- Achieving sales objectives through dedicated customer lists
- Monitors competitors' activity with each account and ensures that appropriate response strategies are formulated and implemented

- Acts courageously
- His/her focus is to organize and setup his/her work in order to reach the sales target given by his manager
- Has an understanding of the overall structure of the F&B sector in East Africa and thereby offers right solution for the right requirement that is measurable on a quarterly basis
- Ability to evaluate customer potential and to target customers (penetration, attractiveness, accessibility), in order to best allocate resources, verify opportunities and build customer action/ business plan
- Knowledge in Electrical will be an added advantage
- Hunt for PageWide XL opportunities in C accounts, specifically looking for LED replacement opportunities in CRD's or distributed print