Downloaded from <https://www.velvetjobs.com/job-descriptions/retail-account-manager>

# Example of Retail Account Manager Job Description

Our innovative and growing company is searching for experienced candidates for the position of retail account manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for retail account manager

* Markets merchandise by studying advertising, sales promotion, and display plans
* Engage & drive cross functional teams to achieve desired results
* Responsible for maintaining and identifying new sales opportunities within existing retail accounts, increase sales through penetration by analyzing current sales and volume, planning sales calls and following up
* Responsible for communicating with assigned accounts on a continuous basis regarding new products and services, company changes, holiday schedules, item changes, and new sales opportunities
* Responds timely to customer questions and inquiries
* Monitors customer satisfaction and take corrective action, as needed in an effort to retain account and improve customer satisfaction
* Maintains updated customer files and profiles including contact information, delivery information, order information
* Assists in the set up of new accounts and new contracts
* Contribute to the market and sales plan and targets, within boundaries of BU strategy and vendor/partner agreements
* Define and implement a dealer plan and targets in order to give systematic direction to and control over dealer support, sales and relationship activities

## Qualifications for retail account manager

* Entrepreneurial & tenacious personality with the ability to influence others
* Ability to think strategically and also execute with excellence
* Self-driven to achieve goals
* Resourceful, entrepreneurial, innovative and strong work/life balance
* Ability to adapt to evolving role and responsibilities
* Fluent in Portuguese and advanced in English (both spoken and written)