

Account Manager Job Description

[LeadGen.com](https://www.leadgen.com) is a unique, full-service marketing agency. And we are looking for Account Managers to create long-term, profitable relationships with our clients in this high-growth opportunity.

The Account Manager's role is to develop and close sales opportunities based on the highly qualified leads provided by our Marketing programs, oversee a portfolio of clients and projects, develop new business from existing clients, and actively seek new sales opportunities. Account management responsibilities include developing strong relationships with clients, analyzing and fulfilling customer needs, connecting with key business executives and partners, assuring customer satisfaction, and reporting on sales results. Account Managers consult to clients and identify new business opportunities among clients, as well as get referrals, upsells, and resells. In this role, you will coordinate with internal and partner teams (including Lead Generation Specialists, fulfillment, and Project Management) to maximize [LeadGen.com](https://www.leadgen.com) and client revenues and margins.

If you are an expert in Marketing, and you understand how to sell, consult on, and implement digital or traditional marketing solutions, we'd like to meet you. Ideally, candidates for this role will know how to meet ambitious individual and team-wide sales quotas. Ultimately, a successful Account Manager should collaborate with our entire team to achieve quotas while keeping our clients delighted and engaged with our products and services in the long run.

Responsibilities

- Serve as the lead point of contact for all assigned prospect and client accounts
- Build and maintain strong, long-lasting client relationships
- Analyze customer needs
- Generate estimates and proposals
- Negotiate contracts and close agreements to maximize profits
- Develop trusted consultative relationships with key accounts, customer stakeholders and executive sponsors
- Ensure the timely and successful delivery of our solutions according to customer needs and objectives
- Clearly communicate the progress of monthly/quarterly initiatives to internal and external stakeholders
- Develop new business with existing clients and/or identify areas of improvement to meet sales quotas
- Forecast and track key account metrics (e.g. quarterly sales results and annual forecasts)
- Collaborate with marketing team to identify and grow opportunities within territory

- Assist with challenging client requests or issue escalations as needed

Skills

- Expertise in various marketing programs, theories, and techniques
- Experience and/or training in complex B2B sales.
- Experience as a Consultant, Account Manager, Key Account Manager, Sales Account Manager, or relevant role
- Demonstrable ability to communicate, present and influence key stakeholders at executive and C-levels
- Experience selling and delivering sales and marketing solutions to customer needs
- Proven ability to juggle multiple accounts and projects at a time, while maintaining sharp attention to detail
- Excellent listening, negotiation, and presentation abilities
- Strong verbal and written communication skills
- BA/BS degree in Marketing

Compensation

Base: \$48k – \$60k annually*

Variable: \$60k – \$80k annually

OTE: \$108k – \$140k annually

*Depending on experience and qualifications.

The Ideal Candidate

Someone who has a degree in Marketing, likes to sell and understands the long-term value in delighting customers.

How to Apply

Send your resume, with a cover letter to Support@LeadGen.com. We look forward to hearing from you and why you think you would be the perfect fit for the job.