

STARTUP CXO

A Field Guide to Scaling up your Company's
Critical Functions and Teams

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This is an excerpt from Return Path's career pathing framework for service roles.

Role	<i>Account Coordinator</i>	<i>Account Manager</i>	<i>Sales Manager</i>
Reports To:	Regional Director	Regional Director	Regional Director
Vision of the Role:	Under the direct supervision of the Regional Director, the Account Coordinator assists Account Managers in ensuring that clients maximize their email program's potential. This position has close interaction with all members of the Client Services team, providing administrative and account management support on both an ongoing, and "as needed" basis.	Under the direction of the Regional Director, Sales & Service helps our clients get the most out of their email programs, and company services. Is the primary relationship manager for all Sender Score Monitor clients, and ensures that these optimize the value of the Sender Score tools, and the potential of their email programs.	As a Manager, New Business Development you will be responsible for developing new relationships and generating new business. This position has close interaction with account management, marketing, product development, and the executive team.
Scope of Role			
Supervisory Responsibilities:	No	No	No
Company Competency Level	Learning	Applying	Applying

Main Duties & Responsibilities			
Role	<i>Account Coordinator</i>	<i>Account Manager</i>	<i>Sales Manager</i>
	<ul style="list-style-type: none"> • Platinum Clients: • Monthly Engagement Emails (Platinum clients) • Generate Baseline assessments • Account monitoring • Monthly account reviews with AM's to understand the details of account more • Creating Scorecards • Manage accounts that do not have AM – help with set up etc. 	<p>Ensures smooth transition and implementation of client requirements. Provides strategic level of service to clients on an ongoing basis.</p> <ul style="list-style-type: none"> o Coordinates delivery of services within the company and its various partners. o Analyzes client delivery performance across a variety of publicly accessible tools, proprietary company tools and data provided by the client to determine solutions to up sell. <p>.....</p>	<p>Generate new business from prospective clients. Identify prospective clients email marketing needs and present solutions that meet those needs. Through consultative selling, you will outline an ongoing multi-product solution to increase ROI from the email channel for your prospects.</p> <ul style="list-style-type: none"> • Negotiate pricing and contract terms for long term relationships. • Effectively manage and develop own book of business <p>.....</p>
Technical Competencies	<p>Customer Service: Responds to customer questions and addresses complaints, communicates well with customers, handles service problems politely and efficiently, available for customers, follows procedure to solve customer problems, understands company products and services, maintains pleasant and professional image..</p>	<p>Customer Service: Responds to customer questions and addresses complaints, communicates well with customers, handles service problems politely and efficiently, available for customers, follows procedure to solve customer problems, understands company products and services, maintains pleasant and professional image..</p>	<p>Technical Knowledge and Skills– Adapts to new technologies; demonstrates required technical skills; keeps technical skills up-to-date; troubleshoots technological problems; uses technology to increase productivity. Internet Savvy and leverages the web and search engines to research and solve complex problems.</p>

Main Duties & Responsibilities			
Role	<i>Account Coordinator</i>	<i>Account Manager</i>	<i>Sales Manager</i>
	<p>Computer Skills: Skilled in the use of computers, adapts to new technology, keeps abreast of changes, learns new programs quickly, uses computers to improve productivity, leverages the internet to find information.</p>	<p>Negotiation Skills - Conducts positive negotiations, ability to compromise, resolves conflict, seeks common ground, articulates own and others goals, stays focused on positive outcomes that benefits the customer and the company mutually.</p>	<p>Sales Goals - Achieves revenue growth goals. Maintains a healthy and active pipeline. Balances activity between inbound lead cultivation, and outbound prospecting and networking</p>
	<p>Quality: Is attentive to detail and accuracy, is committed to excellence, looks for improvements continuously, monitors quality levels, finds root cause of quality problems, owns/acts on quality problems.</p>	<p>Sales and Business Development Skills – Effectively identifies business needs, uncovers implications and demonstrates capabilities. Has outstanding listening skills and effectively uses negotiation to handle concerns or conflict to move to close. Understands the value based sale, is competent in SPIN Selling, and actively uses marketing tools and services to support client relationship and sales goals.</p>	<p>Sales and Business Development Skills – Effectively identifies business needs, uncovers implications and demonstrates capabilities. Has outstanding listening skills and effectively uses negotiation to handle concerns or conflict to move to close. Understands the value based sale, is competent in SPIN Selling, and actively uses marketing tools and services to support client relationship and sales goals.</p>