



CORPORATE ACCOUNTS MANAGER

You have to think about various things like if the company which you work for actually offers any sort of products or services which are going to be fit for the customer. You also have to think about different things like the business units, the department decisions and also the subsidiaries which are like potential prospects for the offerings of your company.

If you want to be a very successful corporate accounts manager then you need to have the ability to build up relationships just like that. If you want to increase the account penetration, then the best way to do it would be to use relationship selling. Now, another talent which you need to have is that of organization.

You have to be able to manage lots of large accounts, without this you will not be able to be a good corporate accounts manager. If you have to make the large accounts that you get completely effective then you have to various meticulous records.

Now you can simply picture a huge spreadsheet which is three dimensional. On your left hand column you will have a list for each of the product as well as the service which you have sold to your customer.

On the top you have the business units and departments and divisions and so on. These make up your business entities for your entire organization. Now behind each of those entities you have to keep in mind that there are the contacts within the entities.

Now usually when you are a corporate accounts manager you will have a CRM which is client relationship management software which will help you keep a track of all of your contacts and the deals which you will be making with them.

Sometimes you will have to go through complex things which will involve a team of your people who are looking into the global accounts, the national accounts, and the regional accounts and so on. So you will also have to have the ability to control a team as well as make the team work efficiently. If you are ready to do all these then you will also be ready to be rewarded very well for your efforts.

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