

Job Description

Account Manager

Reporting to: Head of Account Management

The Role:

As an Account Manager at Conosco, you are responsible for nurturing and expanding customer relationships. Your primary goal is to ensure client retention and growth by identifying opportunities for upselling and cross-selling.

Job Responsibilities

- Cultivate and maintain strong, long-term relationships with existing clients
- Communicate and collaborate effectively with internal teams to deliver a first-class customer experience
- Define and track key performance metrics (KPIs) to evaluate the success and health of client accounts.
- Achieve monthly sales targets
- Accurately record customer interaction through the CRM
- Develop and maintain account plans for key accounts
- Implement strategies to reduce client churn and enhance client loyalty.
- Be ultimately responsible for the retention of customer accounts and spend
- Manage the renewal process for all customer contracts and subscriptions
- Identify opportunities for upselling and cross-selling additional managed services to existing clients.
- Regularly assess and understand the evolving needs and goals of customers. Aligning Conosco's services with their business objectives
- Collaborate with the technical teams to develop and present tailored solutions to clients
- Ensure all retainer and Category A customers have a defined, documented road map, agreed with the customer
- Monitor and report on customer budgets and retainers
- Develop and maintain an accurate forecast
- Act ethically always, placing the success and well-being of our customers at the heart of everything we do

Daily Tasks

Conosco Ltd, The Plaza, 535 Kings Road, London, SW10 0SZ
T: 0845 838 7680 F: 0845 838 7681 E: info@conosco.com

www.conosco.com



- Attend department stand-up
- Follow up on sales leads and client inquiries
- Review and manage client contracts and renewals
- Monitor client usage and identify upsell opportunities
- Develop and execute new client acquisition strategies
- Accurately record all customer interaction through CRM (Hubspot)
- Prepare daily sales and performance reports.
- Align sales activities with marketing campaigns where possible
- Expand relationships within your client base
- Resolve client invoicing queries

Weekly Tasks:

- Conduct sales pipeline reviews and forecast meetings
- Hold client meetings to discuss service satisfaction and identify additional needs
- Update CRM with client interactions and sales activities
- Review and optimise pricing models for clients
- Attend training sessions on new MSP offerings and market trends
- Monitor customer spend (including retainers) v budget

Monthly Tasks:

- Analyse client profitability and performance metrics
- Develop and execute account growth plans
- Prepare and present monthly sales performance reports to senior management
- Collaborate with service departments to identify and pursue opportunities to deliver more value to client base
- Schedule and conduct strategic planning sessions with key clients
- Report on client spend v budget and retainer status



- Ensure alignment of client roadmap with client budget

Additional Tasks

- Conduct quarterly business reviews with clients

Key Metrics

- Net new revenue
- Client retention rate
- Overall client health
- Customer lifetime value

Skills and Experience

- 5+ years' experience in IT and/or cyber security sales, MSP experience an advantage
- Strong interpersonal and communication skills.
- Excellent problem-solving and negotiation abilities.