

National Account Manager Job Description

Learn about the key requirements, duties, responsibilities, and skills that should be in a national account manager job description.



National account managers act as senior liaisons for businesses with high-profile clients. They prioritize client satisfaction, promote new services, set targets, and ensure healthy relationships between the company and customers. They also follow up on complaints and questions from clients and present their performance to management.

National Account Manager Job Description

We are searching for a skilled national account manager to oversee and manage client relationships on a national basis for our company. In this role, you will act as the senior representative for the company and work with our national clients and partners.

To ensure success as a national account manager, you should have excellent interpersonal skills, confidence, and the ability to lead a team of salespeople in managing accounts across the country. A top-notch national

account manager will bring skills as a negotiator, problem solver, and thought-leader to the table.

National Account Manager Responsibilities:

- Creating and monitoring targets for the national sales department.
- Building a trusting and professional relationship with clients.
- Meeting with clients and account managers.
- Ensuring that all accounts are looked after and maintained.
- Supervising and managing regional salespeople in your department.
- Following up on complaints and queries on behalf of clients.
- Promoting new services and products to clients in your department.
- Reporting to senior management on the status of your accounts.
- Taking a leading role in presentations and proposals for national accounts.
- Monitoring and identifying market trends, competitors, and new sales leads.

National Account Manager Requirements:

- A bachelor's degree in business management, business science, or a related field.
- A minimum of 5 year's experience in a regional or national account manager position.
- A sales background with a demonstrated history of sales performance.
- A solid grasp of sales metrics, performance measures, and technical indicators.
- A thorough aptitude for analysis and strategy.
- Decisive thinking and leadership abilities.
- Excellent interpersonal and client-relations skills.
- Negotiation, conflict resolution, and presentation skills.
- Dynamic and creative problem-solving abilities.
- A strong client-focused mindset.