



11 Beaver Brook Road • Littleton, MA 01460  
TEL: (978) 486-4160 • FAX: (978) 486-4772  
www.controlres.com • sales@controlres.com

## **JOB DESCRIPTION**

### **Account Manager**

Reporting to: VP Marketing

The Account Manager is responsible for following up on leads generated by marketing, maintaining contact with existing accounts, investigating new opportunities and managing assigned design projects. This position requires excellent communication skills, some electronics technical knowledge, organization, initiative and computer skills (ACT!, Office). The ideal candidate will have at least 3 years of selling experience in the electronics field.

#### **Product Knowledge**

- Develop a complete knowledge of CRI products including features, benefits and details of application.
- Understand quickly whether a prospect is a good “Fit” to eliminate time spent on low potential prospects.

#### **Account Management**

- Manage existing and potential accounts using ACT! and MS Office.
- Coordinate as necessary with our customer service, scheduling and purchasing personnel to make sure that we provide the best possible service to the account.
- Manage/schedule visits to accounts as well as phone and email contact.
- Participate in bi-monthly meetings to review account status/activity.
- Assist with general customer service including answering phone calls, taking orders, checking order status etc.

#### **New Accounts**

- Aggressively pursue new opportunities provided by marketing, existing accounts or other sources.
- Assist accounts with product selection (standard, special, custom). Bring in engineering support as needed and insulate engineering when necessary.

#### **Project Management**

- Act as project manager on assigned accounts to coordinate all activities with engineering, purchasing, customer service and production to ensure timely delivery of new custom designs

#### **Marketing**

- Recommend strategies to maintain existing accounts and win new business.
- Assist in crafting the message to be delivered to existing and potential accounts.
- Collect and report on feedback from existing and potential accounts.
- Provide input for marketing activities, personnel, new products, etc.