



**Account Service Specialists** provide a good customer experience while also engaging in sales behaviors such as cross- or up-selling. They build rapport with clients in order to identify their needs, offer tailored advice about products or services, develop deeper relationships, and create opportunities to generate business by coming through for their customers. Their interactions can be with current customers or prospective buyers who already have interest in the products or services being offered.

#### Example Positions

*Bank Teller, Inside Sales Representative, Call Center Representative, Retail Salesperson, Relationship Manager, Account Manager, Customer Service Representative (Sales)*

## Competencies

**Service Focus** - They place great emphasis on creating customer loyalty by ensuring the highest value of service is always provided and by delivering on commitments to the customer.

**Influence and Persuasion** - Account Service Specialists use tactics to persuade others to take a specific course of action and establish credibility to sustain the respect of others.

**Relationship Building** - They develop long-term professional relationships with others and excel at building and maintaining friendly interactions, establishing credibility, and building rapport with individuals or networks of contacts.

**Professionalism** - They meticulously adhere to values such as courtesy, respect, honesty, and responsibility in all dealings with peers, managers, customers, partners, members of the community, and other stakeholders.

**Active Listening** - Account Service Specialists enhance mutual understanding in communicating with others by expressing genuine interest in the content and meaning of others' messages. They ask clarifying questions to ensure understanding and to get more information, and they rephrase what is said to check meaning and interpretation.

**Time Management** - Account Service Specialists are able to manage multiple responsibilities by being organized and keeping on top of important time-sensitive tasks.

## Representative Behaviors

- Works to understand situations from the customer's perspective
- Persuasively sells ideas to gain support and buy-in
- Builds collaborative relationships and alliances
- Delivers on commitments consistently
- Listens attentively to other people
- Manages time in a way that allows for responsiveness to shifting demands



## Account Service Specialist Model

In an Account Service Specialist role, where identifying customer needs and facilitating solutions are critical to success, key competencies are found in the Active Communication and Interpersonal Dynamics Dimensions. A professional approach and efficient follow-through are also indicators of top performance.

Leading	Active Communication	Interpersonal Dynamics	Making Decisions	Solving Problems	Managing Processes	Self-Management
Leadership Maturity	Influence and Persuasion	Interpersonal Sensitivity	Deliberative Decision Making	Creativity and Innovation	Quality Focus	Composure and Resiliency
Leadership Communication	Conflict Management	Service Focus	Decisiveness	Analytical Thinking	Compliance	Achievement Motivation and Perseverance
Driving Results	Negotiating	Relationship Building	Strategic Thinking	Learning Agility	Safety Focus	Self-Awareness
Leading Change	Instructing	Collaboration and Teamwork	Organizational Citizenship	Scientific Acumen	Process Management	Adaptability
Managing Innovation	Active Listening	Organizational Savvy	Information Seeking	Business Acumen	Time Management	Comfort with Ambiguity
Team Building	Communicating	Global Mindset			Planning and Priority Setting	Initiating Action
Coaching and Developing Others						Accountability
Directing						Professionalism
Delegating						Continuous Learning
Strategic Talent Management						Extended Task Focus
Fact-Based Management						