



**These salespeople focus on expanding business within existing accounts.** To do so, they strengthen relationships with their customers and work to develop new relationships through introductions or referrals. Salespeople in Account Development work to uncover client needs, match those needs to available products or services, and generate sales.

### Example Positions

*Account Manager, Account Executive, Sales Representative, Client Manager, Outside Sales Representative, Financial Advisor, Financial Services Representative*

## Competencies

**Relationship Building** – Salespeople in Account Development build effective long-term professional interactions with others based on trust: trust that they will always work toward the best interest of those involved and that they are sufficiently competent to provide positive results.

**Active Listening** – They enhance mutual understanding in communicating with others by expressing genuine interest in, and providing full attention to, the content and meaning of others' messages.

**Information Seeking** – They are driven by an underlying curiosity and desire to know more about things, people, or issues. This involves going beyond routine questions and includes digging or pressing for exact information; resolving discrepancies by asking a series of questions; or conducting less-focused environmental scanning for opportunities or miscellaneous information that may be used in the future.

**Influence and Persuasion** – Salespeople in Account Development are effective in persuading, convincing, influencing, or impressing others in order to get them to support a specific agenda, make a specific type of impression, or take a specific course of action.

**Negotiating** – They identify key bargaining points for all parties and work effectively toward win-win solutions.

**Composure and Resiliency** – They are able to deal effectively with pressure, maintain focus and intensity, and remain optimistic and persistent, even under adversity. They have the ability and propensity to recover quickly from setbacks, rejections, and conflicts and to maintain self-control in the face of hostility or provocation.

**Organizational Savvy** – They gather and accurately assess information related to the organization's formal and informal communication channels and power relationships.

**Time Management** – They focus on completing all work tasks in a timely manner while remaining responsive enough to react to competing demands and shifting priorities. They are able to manage multiple responsibilities while being organized, keeping on top of important time-sensitive tasks, and performing all work accurately.

## Representative Behaviors

- Builds collaborative relationships and alliances
- Listens attentively to other people
- Gathers all information needed to make informed recommendations
- Persuasively sells ideas to gain support and buy-in
- Uses various communication techniques to gain cooperation in a negotiation
- Demonstrates the ability to remain resolute and resilient under stress
- Leverages contacts to stay informed of new company developments
- Balances new requests with established priorities



## **Sales - Account Development Model**

In a Sales - Account Development role, which calls for strong client partnerships and long-term account growth, most critical competencies fall within the Active Communication and Interpersonal Dynamics Dimensions. These types of positions often require a degree of self-supervision, so the Time Management competency comes into play as well.

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						