

Profile title	ACCOUNT MANAGER ROLE (1)		
Summary statement	Senior focal point for client sales and customer satisfaction.		
Mission	Builds business relationships with clients to facilitate the sale of hardware, software, telecommunications or ICT services. Identifies opportunities and manages sourcing and delivery of products to customers. Has responsibility for achieving sales targets and maintaining profitability.		
Deliverables	Accountable	Responsible	Contributor
	<ul style="list-style-type: none"> Sale 	<ul style="list-style-type: none"> Business Relationship 	<ul style="list-style-type: none"> Sales Forecast Technical Proposal Production Forecast
Main task/s	<ul style="list-style-type: none"> Maintain overall customer satisfaction with products and/or services Identify opportunities to propose new products or services Provide the primary contact point for client executive management Deliver value added presentations related to products and services to customer executive management Lead negotiations to establish profitable contracts with client(s) Maintain and enhance business relationships 		

The table above is an extract from *European ICT professionals role profiles* Ref. No. CWA 16458-1:2018 E © 2018 CEN

The following pages map SFIA skills and competency levels to the role profile. There are 2 parts to the mapping:

• **The Level of responsibility.**

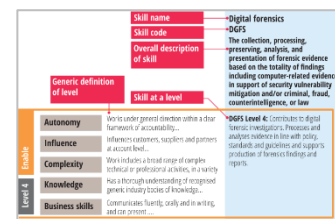
A common language is used to describe levels of responsibility across roles in all professional disciplines. The SFIA Framework consists of seven levels of responsibility; Level 1 - the lowest, to Level 7 - the highest. The levels describe the behaviours, values, knowledge and characteristics that an individual should have in order to be identified as competent at the level. Each of the levels is also labelled with a phrase to summarise the level of responsibility.

Level 7	Set strategy, inspire, mobilise
Level 6	Initiate, influence
Level 5	Ensure, advise
Level 4	Enable
Level 3	Apply
Level 2	Assist
Level 1	Follow

• **The Professional skills.**

SFIA 7 consists of 102 professional skills. Each skill description is made up of an overall definition of the skill and a description of the skill at each of up to seven levels.

The skill level descriptions provide a detailed definition of what it means to practice the skill at each level of competency. The skill level descriptions are aligned to the 7 levels of responsibility which ensures consistency throughout the SFIA framework making it solid and robust across professional disciplines.



EU ICT Account Manager role (1)

SFIA Generic Responsibility Levels for the Role

Autonomy - Level 5

- Works under broad direction
- Work is often self-initiated
- Is fully responsible for meeting allocated technical and/or project/supervisory objectives
- Establishes milestones and has a significant role in the assignment of tasks and/or responsibilities

Influence - Level 5

- Influences organisation, customers, suppliers, partners and peers on the contribution of own specialism
- Builds appropriate and effective business relationships
- Makes decisions which impact the success of assigned work, i.e. results, deadlines and budget
- Has significant influence over the allocation and management of resources appropriate to given assignments
- Leads on user/customer collaboration throughout all stages of work
- Ensures users' needs are met consistently through each work stage

Complexity - Level 5

- Performs an extensive range and variety of complex technical and/or professional work activities
- Undertakes work which requires the application of fundamental principles in a wide and often unpredictable range of contexts
- Understands the relationship between own specialism and wider customer/organisational requirements

Knowledge - Level 5

- Is fully familiar with recognised industry bodies of knowledge both generic and specific
- Actively seeks out new knowledge for own personal development and the mentoring or coaching of others
- Develops a wider breadth of knowledge across the industry or business
- Applies knowledge to help to define the standards which others will apply

Business Skills - Level 5

- Demonstrates leadership
- Communicates effectively, both formally and informally
- Facilitates collaboration between stakeholders who have diverse objectives
- Analyses, designs, plans, executes and evaluates work to time, cost and quality targets
- Analyses requirements and advises on scope and options for continuous operational improvement
- Takes all requirements into account when making proposals
- Demonstrates creativity, innovation and ethical thinking in applying solutions for the benefit of the customer/stakeholder
- Advises on the available standards, methods, tools and applications relevant to own specialism and can make appropriate choices from alternatives
- Maintains an awareness of developments in the industry
- Takes initiative to keep skills up to date
- Mentors colleagues
- Assesses and evaluates risk
- Proactively ensures security is appropriately addressed within their area by self and others
- Engages or works with security specialists as necessary
- Contributes to the security culture of the organisation

EU ICT Account Manager role (1)

SFIA Professional Skills for the Role

Core - all people performing this job will need this skill. Optional - some people performing this job will need the skill.

Core: Selling @ Level 5

- Designs and implements sales strategies and works with senior management to implement sales plans
- Plans, monitors and controls the work of sales teams
- Develops and maintains effective customer relationships at executive levels and qualifies new sales leads
- Leads the bid process within the organisation
- Agrees and signs contracts
- Maintains customer contact during and after the selling process to pre-empt any issues and identify further opportunities
- Contributes to the development and training of sales teams and product/service development

Core: Relationship management @ Level 5

- Identifies the communications and relationship needs of stakeholder groups
- Translates communications / stakeholder engagement strategies into specific activities and deliverables
- Facilitates open communication and discussion between stakeholders, acting as a single point of contact by developing, maintaining and working to stakeholder engagement strategies and plans
- Provides informed feedback to assess and promote understanding
- Facilitates business decision-making processes
- Captures and disseminates technical and business information