

In the life of an Account Manager

Interview with **Christian Sweeney**



What does a typical day look like?

A typical working day for me starts at around 7am, checking my emails and finalising my diary for the day ahead. I try to fit a customer meeting in every day of most weeks if I can. Each day in the office starts with some general tasks/calls and deployment reviews and then I like to focus on a set list of accounts per day so that I can be proactive and strategic.

What's the best thing about your role?

This has to be entertaining the customers. I can be meeting them for lunch or drinks in a nice bar, or taking them to watch the football. It allows you to build up some strong relationships.

What are the challenges you face day-to-day?

Trying to keep on top of all of the moving parts. Account management is a role where you will engage with every department of the business to deliver a project for a customer.

What are the main qualities you require to do your job?

Good time management is essential. You need to have the ability to multi-task well. Accountability is key and you MUST be a good listener.

How do you balance work, home and interests in your role?

If you manage your time and diary effectively, it can work out nicely. I recently took part in the Three Peaks charity event and flew straight to a customer meeting in Washington, USA, afterwards, which was challenging but was a result of some serious diary management!

What advice would you give to someone thinking of becoming an account manager?

Never over promise and always communicate with the customer, even when things get difficult. In my experience, the foundation of a strong relationship is built on how a customer perceives your response in their hour of need.

What's the most memorable moment you've had in your role so far?

There have been quite a few but one that really sticks out has to be spending an afternoon dressed in a giant inflatable Sumo outfit and rolling around in a field at a customer's company day out and enjoying some great hospitality afterwards.