

CAREER QUEST

A Career Development Plan for Account Managers

► CAREER LAUNCH PAD

Discover what it takes to be a stellar account manager

THE RIGHT STUFF

8 essential skills to send your account management career into orbit

MISSION INVINCIBLE

25 point checklist to future proof your career

YOUNIVERSE

How to become a star





Warwick Brown

WELCOME TO CAREER QUEST

Most of us don't plan our careers, they just happen. We only start thinking about our next move when we get bored with our current job. So we apply for anything we're remotely qualified for. Sometimes we get an interview but mostly we don't. Landing a promotion or changing industries seems impossible and pretty soon we end up taking anything just to get out.


It's time to take control of your career.

This career development plan will teach you the 8 essential account management skills you need to master for a future-proof career. By doing the hard work now, you'll be ready to answer the door when opportunity knocks.

I know you're busy, so I've kept it brief and with plenty of variety (you won't be bored, I promise).

- Part I The 8 Account Management Skills
- Part II Self-Assessment
- Part III Skills Checklist

I hope you enjoy the journey. Start your mission towards career invincibility today.

A person's silhouette stands on a rocky ridge, looking up at a vast, starry night sky. The Milky Way galaxy is visible, stretching across the sky with a vibrant pink and purple hue. The stars are numerous and bright, creating a sense of depth and wonder. The overall scene is serene and contemplative, suggesting a connection to the universe and the future.

THE LONGER YOU WAIT
FOR THE FUTURE, THE
SHORTER IT WILL BE.



CAREER LAUNCH PAD

A job is something you do for the money. A career provides experience and opportunities to fuel your future. Don't be so busy doing your job, you forget about your career.

What follows are 8 essential skills every great account manager needs. Master these and you'll send your account management career into orbit.

Are you ready? 3 2 1 LIFT OFF!

LEADERSHIP



Leadership means establishing a clear vision, sharing that vision with your clients and providing the information and know-how to turn it into reality. It also means balancing conflicting interests, stepping up when there's a crisis and being able to think on your feet in difficult situations.

TEAMWORK



Account managers need support to get things done. Show that you can play well with others by collaborating with colleagues and clients to achieve mutual goals. Share and be open to receiving constructive feedback. Learn to listen and ignore personal conflicts. You've got a job to do.

POSITIVE ATTITUDE



Lead by example. Be willing to try new ideas and be enthusiastic about change. That doesn't mean you've got to drink the Kool-aid, but be mindful about where, when, how and to whom you voice your opinions. Become an eternal optimist and you'll go far.

COMMUNICATION



A high standard of written and spoken skills are expected. More than that, you must be able to convey information effectively so that you can positively influence outcomes. Use less words not more. Make your point quickly, clearly and emphatically. Use email sparingly and pick up the phone once in a while.

NUMERACY

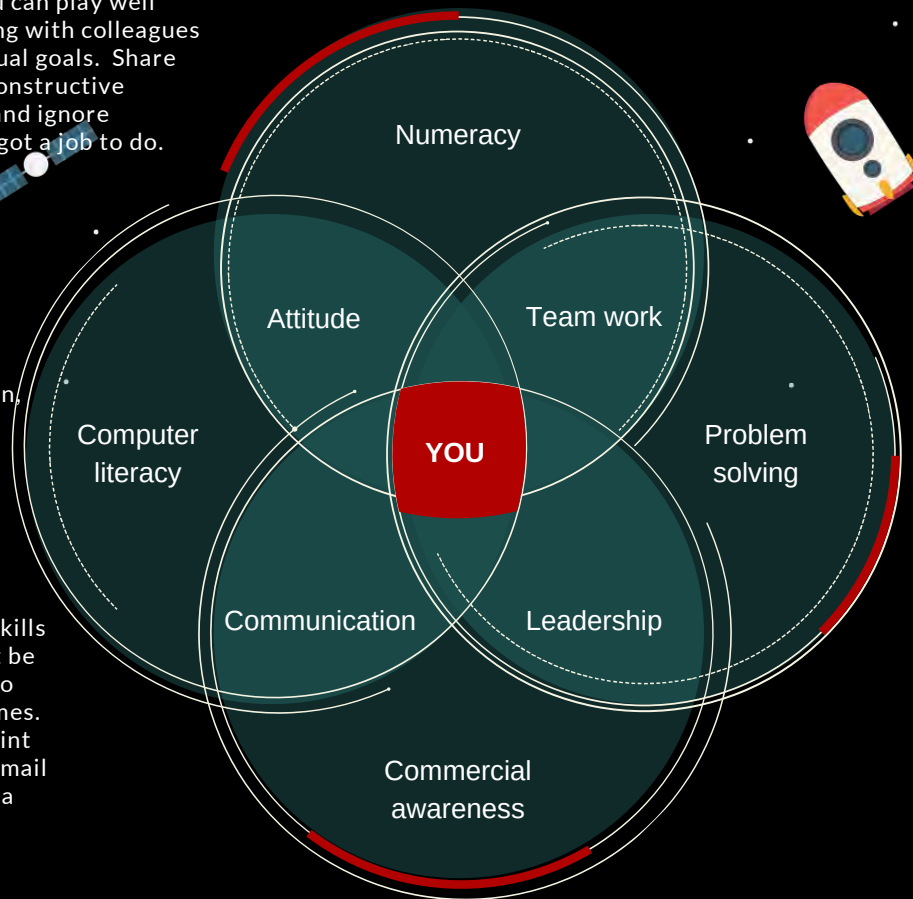


Data is the next big thing. You don't need to be Copernicus, but you do need a general understanding of figures and be able to manipulate and interpret data. Basic Excel skills are essential (pivot tables, charts, formulas and functions). Your clients are relying on you to tell them what the numbers mean.

PROBLEM SOLVING



If you always do what you've always done, you will always get what you've always got. Account managers are the first person your company and your clients turn to when things go wrong. Use your creativity to work through details of a problem to provide innovative solutions and recommendations.



COMMERCIAL AWARENESS



How is business run? What are the key factors that impact performance? Selling and negotiating skills are also critical to attracting and retaining clients (and to make them profitable). Your clients and your boss always want to know how much it's going to cost or how much it's going to save.

COMPUTER LITERACY



The world is digital and you need basic IT skills and competency in standard tools, like Microsoft Office. Otherwise you may find yourself falling the way of the supernova (a massive star whose dramatic and catastrophic destruction is marked by one final titanic explosion).

THE FUTURE IS YOURS TO MOLD

Write down how you feel about your competency in each of the 8 essential skills. What are you great at and what are you struggling with? What's most important for you to improve? This will help prioritize which activities on the *Mission Invincible Checklist* to tackle first.

LEADERSHIP

TEAMWORK

POSITIVITY

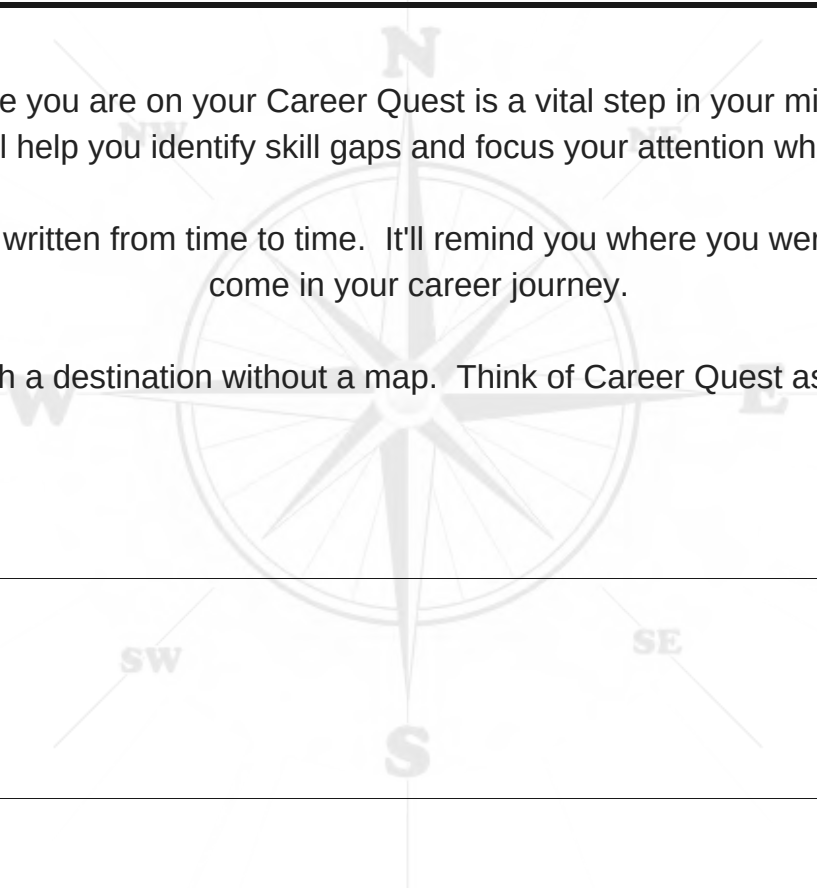
COMMUNICATION

PART II: CAREER QUEST SELF-ASSESSMENT

Summarising where you are on your Career Quest is a vital step in your mission to future-proof your career. It will help you identify skill gaps and focus your attention where it matters most.

Revisit what you've written from time to time. It'll remind you where you were and how far you've come in your career journey.

You can't reach a destination without a map. Think of Career Quest as your compass.



NUMERACY

PROBLEM SOLVING

COMMERCIAL
AWARENESS

COMPUTER
LITERACY

MISSION INVINCIBLE



Your mission is almost complete.

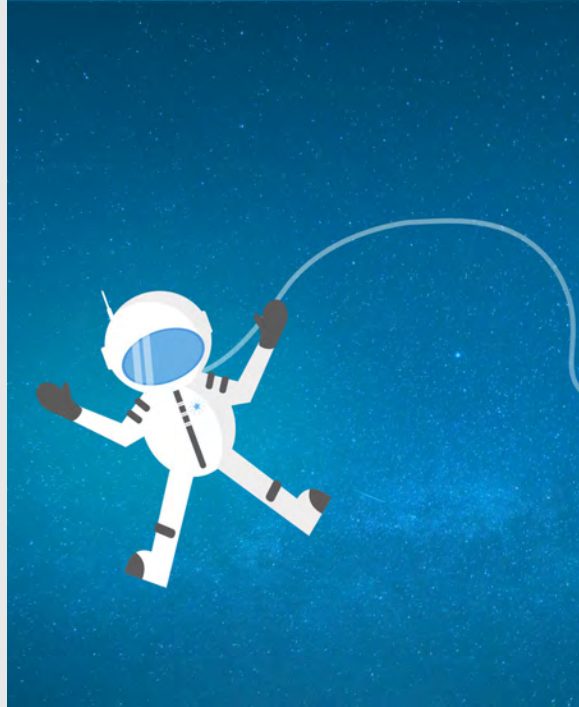
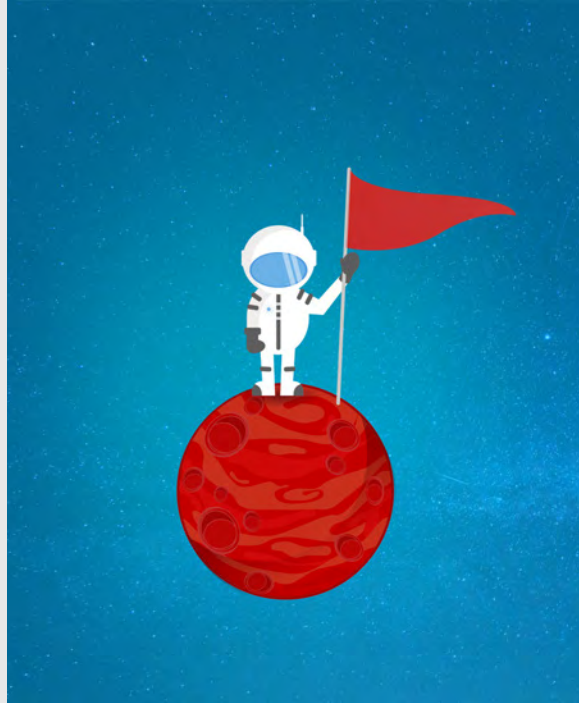
The Career Quest checklist has actionable steps you can take to develop the essential account management skills. There's a variety of activities, from video playlists and podcasts, to quizzes and online courses.

Start with the skills that need the most attention. Set yourself a goal to complete them all but work at your own pace.

Have fun.

LEADERSHIP

- Choose one problem you're having at work and come up with recommendations to improve things. Validate these with your colleagues then present your ideas to your manager.
- Read "100 Answers to the Question: What is Leadership?" at amtip.co/lead
- Take Coursera's free "Building Your Leadership Skills" course amtip.co/coursera



POSITIVE ATTITUDE

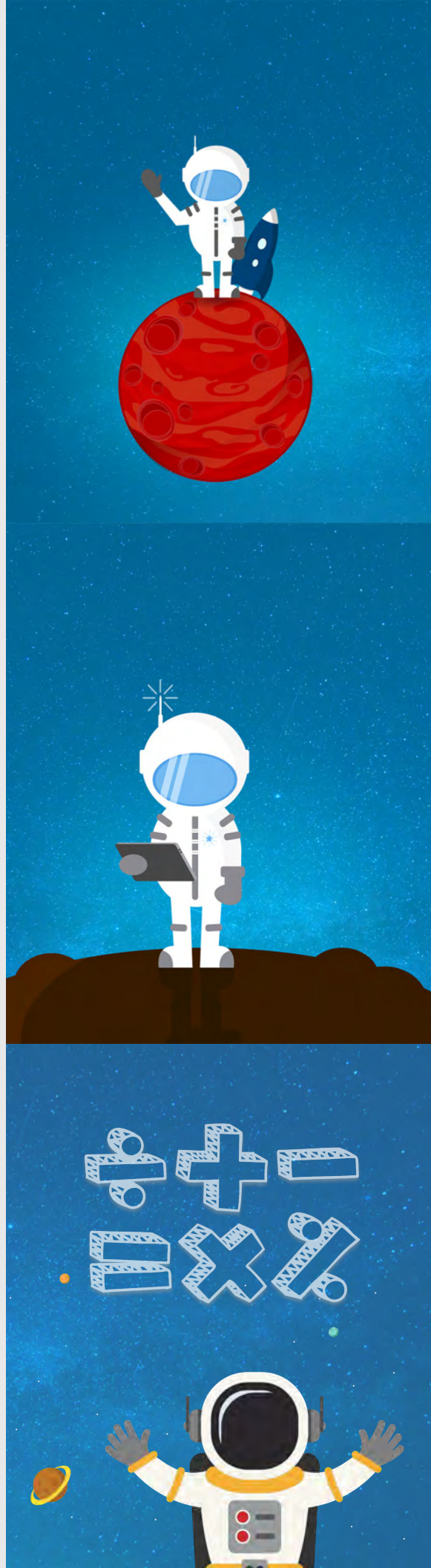
- Take a free career test and discover more about your personality by visiting amtip.co/careertest
- Follow Darius Foroux on Twitter. He's writes inspiring posts like "7 Ways to Instantly Feel Better" amtip.co/DF
- Clear your mind writing morning pages daily. Learn more at amtip.co/morning

TEAMWORK

- Listen to "A Navy Seal's Guide to Teamwork" Podcast. Great tips on building success through teamwork at amtip.co/TeamPod
- Watch these inspiring Ted Talks on teamwork at amtip.co/TeamTed
- Find out just how good your teamwork is by taking our quiz at amtip.co/teamquiz

PROBLEM SOLVING

- Listen to Oxford University's podcast "Problem Solving: Issue Analysis and Formulating Strategy" at amtip.co/OxfordPod
- Follow my strategic planning board on Pinterest at amtip.co/pin
- Check out the "Think Your Reality" problem solving course. 14 invaluable lessons on diagnosing & solving any problem. It's not free, but reasonably priced and it's awesome.
- Listen to the Brain Training Podcast - a daily audio workout for your brain amtip.co/BrainTrain



COMMUNICATION

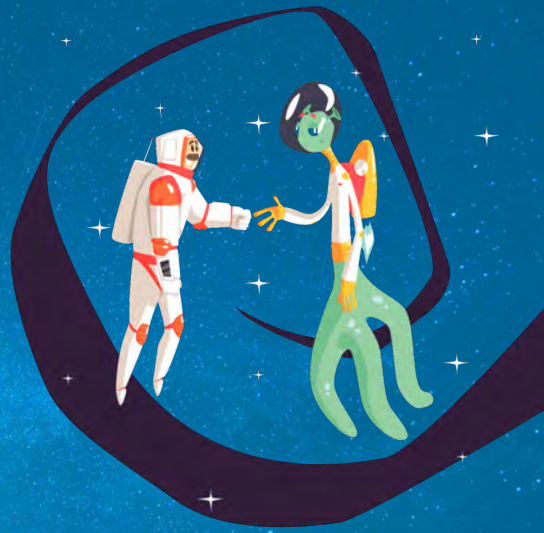
- Learn to communicate your unique value by crafting a 30 second elevator pitch. Follow this simple guide at amtip.co/elevator
- Check out the WikiHow guide on "How To Communicate Effectively" at amtip.co/comms
- Watch "Think Fast, Talk Fast" on YouTube at amtip.co/think

NUMERACY

- Read "A Simple Guide to Getting Started with Data" at amtip.co/data
- Watch any of the 27 free training videos by Excel Exposure on Vimeo at amtip.co/excel
- Take these 2 free numerical reasoning tests at amtip.co/numbers

COMMERCIAL AWARENESS

- Download your free strategic account plan template at amtip.co/FreePlan
- Read "The Secret to a Successful Negotiation" at amtip.co/negotiate
- Follow my "Business Trends" board on Flipboard to stay on top of emerging topics and thought provoking articles at amtip.co/Flipboard



LIFT OFF

Congratulations on reaching orbit. Self-development can be difficult and at times confronting, particularly when we're so time poor. Be proud of yourself for starting your journey.

A big thank you for joining the Career Quest. You're well on your way to an invincible and future-proof career and I wish you continued success..



COMPUTER LITERACY

- Visit the "Office Help & Training" page which is full of great video tutorials and user guides at support.office.com
- Experiment with free project management tools, like Trello, to stay organised. Visit amtip.co/trello.
- Read "10 things You Have to Know To Be Computer Literate." This is a great list to get you started. If there's anything you're struggling with you can then research on Google or better yet, ask a human for advice. Visit amtip.co/pc



THE YOUNIVERSE

EXPERIENCE

The knowledge and skill learned from doing your job will influence how you develop your career. Your goals, ambition and personal story will all determine to what extent these are integrated into your professional profile.

It has little to do with the number of years you're in a job. The secret sauce is how you adapt and grow as a result.

Keep a diary of your career achievements so you can refer to them when you're job hunting.

NETWORKS

Networking is essential to career success. It's about making connections with people. How you build, manage and tap into your networks will depend on your ability to develop rapport and offer mutual value.

According to the 2015 Jobvite Recruiter survey, 75% of recruiters say their best candidates come from referrals.

Use LinkedIn to build your networks and establish your credibility as an authority by writing articles.

INNOVATION

Innovation is the process of translating an idea into something new, original or improved that creates value.

Do you have the mindset of an entrepreneur?

Your ability to recognise opportunities, find solutions and make recommendations is what will distinguish you from the herd.

Constantly challenge yourself by finding new solutions to old problems.

PERSONAL BRAND

It may be a buzz word, but personal branding is here to stay and you need to get on that shuttle.

It's simply the process of establishing and managing your reputation. Online and offline.

How do people remember you? What are their first impressions? How can you leverage your professional value consistently across various platforms?

Learn how to use social media wisely to control your brand.

CONGRATULATIONS

You've finished Career Quest.

But your mission is not complete. Keep learning and keep reaching for the stars.

Want more? Visit our Facebook Page at
fb.com/accountmanagertips



The KAM Club is a private learning community for key account managers who are short on time, big on vision and ready to make an impact on their clients and their careers.

Find out more at www.thekamclub.com

The KAM Club Ltd
73 Elgin Avenue
London W9 2DB
United Kingdom

t: +44 (0) 752 768 0631
e: hello@thekamclub.com