

Client Relationship Manager Job Description

Duties and Responsibilities:

- Liaise between an organization and its clients to ensure delivery of high quality products/services to clients and increased revenue for company
- Conduct surveys and analyze to identify client opinion of a brand, product, or service
- Develop and implement action plans to improve company-client relationship
- Utilize CRM tools and database in the management and organization of client relationship information
- Collaborate with sales teams to ensure active implementation of client relationship objectives during sales operations
- Establish client relationship targets as well as the strategies necessary for actualizing set goals
- Ensure compliance with all external and internal regulations/laws on client-company relationship
- Analyze industry trends to identify developments in client relations and adjust accordingly
- Maintain contact with clients through calls, emails, and arranged meetings to update them on product offers and ensure they are satisfied with received product/service
- Assist clients in selecting choice products, managing budgets, and arranging personal conditions for purchase of products
- Carry out analysis to identify opportunities for expanding customer base and improving sales
- Organize training programs for client relationship staff to improve their job knowledge and enhance their skills
- Establish convenient online channels for easy ordering and payment for products or services

- Assist in addressing client complaint as well as resolving issues or challenges with received product
- Maintain an up-to-date knowledge of client relations by studying relevant publications and attending educational programs.

Client Relationship Manager Requirements – Skills, Knowledge, and Abilities

- **Education and Training:** To become a client relationship manager, you require a Bachelor's degree in business related disciplines, such as marketing, public administration, or management. Prior experience in the field of sales or customer service is also essential in securing this position
- **Communication Skills:** Client relationship managers are able to effectively interact with customers to build positive relationships
- **Persuasive Qualities:** They are able to highlight the benefits of a product or service to convince purchase as well as influence customer dependence
- **Interpersonal Skills:** Client relationship managers are adept at working with various company departmental heads and client relationship teams in order to achieve a common goal.