

# Account Manager Overview



## Support

Your Account Manager is your main point of contact on all things Botkeeper. They work to coordinate the execution of all the activities outlined in your Botkeeper contract. They provide suggestions on ways you can leverage the Botkeeper partnership to help achieve your goals and drive revenue. They nurture the partnership, providing you with ongoing resources and exposure to the right connections to propel your business forward.



## Field Training

Working directly with the Botkeeper Sales team, Account Managers coordinate a sales positioning training seminar for you. During this seminar, you will get a tour of Botkeeper and how we position our product to the marketplace. We'll provide you a demo of the Botkeeper platform and allow you to ask any questions that you have. Need some additional coaching? Your Account Manager can help. We'll get you to field ready in no time!



## Connecting the Dots

Lastly, Account Managers connect the dots on where your business is today and how your Botkeeper partnership can help. They gain a full understanding of your objectives, spend time to examine how you can leverage your Botkeeper relationship, and then give you the tools to use Botkeeper as a sales engine to reach your business growth goals.



## Who are the Botkeeper Account Manager?

Botkeeper Account Managers are your warriors on the front line. They are with you every step of the way. They work directly with you to ensure the success of the partnership. They focus on three key pillars with you:

- Helping you expand your service offerings
- Driving revenue
- Achieving better client campaign results

You will receive information about who your dedicated Account Manager is in your Botkeeper welcome email.

