

TERRITORY ACCOUNT MANAGER

Degree required

Bachelor's in life sciences

Average starting salary

\$65K + commission

THE JOB

Key job characteristics

In this role, your job is to partner with customers. You want to understand what they are trying to accomplish, so that you can share how using your products will help them meet their goals.

Typically, a territory account manager will work from home or in the field meeting customers at their offices—not in a traditional office setting. Depending on the sales territory you cover, you may also have to travel regularly to meet with customers.

Most rewarding part of the job

Building relationships with customers, helping them find the right solutions, and engaging with top scientists and researchers.

Most challenging part of the job

Being patient due to long project cycles, accepting that you won't close every deal, and knowing that you can't be an expert in all fields.

Biggest misconceptions of the job

We are stereotypical sales people who just want to sell everything for the best price. In reality, this role is about working with a customer to address their needs and challenges to build confidence and create long-lasting relationships.

THE SKILLS

Important soft skills

Teamwork, strong communication skills, cultural understanding, resilience, and self-discipline.

Important technical skills

An educational background in life sciences.

SOME TIPS

Advice for high school students

There are many paths to becoming a territory account manager, so don't worry if you aren't an expert in a certain field. The job is about working as a team and leveraging your team members' areas of expertise to help customers. If you like to meet new people, enjoy flexibility in the workday, and are highly motivated and self-disciplined, a sales position like this one might be a good fit.

Helpful courses to take in high school or college

Molecular biology, biotechnology, chemistry, math, business economy, emotional intelligence courses, basic sales training.



A DAY IN THE LIFE: TERRITORY ACCOUNT MANAGER

Unlike many traditional roles, a territory account manager splits their time working from home and in the field with customers. Some people do both in the same day, while others prefer to alternate: one day at home, one day in the field. Although each day is different from the next—and sometimes you will travel to conferences or trainings—here's a peek at what a typical day in this role might look like.

Settle into the home office and review requests from customers and the **service and support team**, then prioritize requests that need immediate attention

service and support team

A team of highly qualified engineers, scientists, bioinformaticians, and IT experts who are familiar with the products and systems the company sells and who deliver accurate and expedient service and support to customers.

Prepare a sales presentation ahead of an in-person meeting with a potential customer

Travel to a customer site and use the sales presentation to showcase how our solutions can meet their needs

Visit a café to check emails, voicemails, and update the priority list between customer meetings

Visit a current customer who is considering upgrading their equipment

Put together a pricing model for a customer who is interested in confirming a purchase and identify new angles to encourage a them to use our equipment

Call into an internal team meeting where we discuss the activities in the territories and how sales are going

Reflection questions

- What is something new you learned about this career?
- How does this job work with the other careers in genomics you have learned about?
- How can you use this career insight to help you explore your own passion?
- If you could talk to someone with this job, what would you ask them?
- Is there anyone in your personal network you could connect with to learn more?

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