

Job Title: Customer Relationship Manager	Department: Sales
FLSA status: FT exempt Location- Springfield, MA Salary- Base + commission and a competitive benefits package	
<p>Hybrid position- 3 days in-office</p> <p>The Customer Relationship Manager role will significantly contribute to elevating the stature of our marketplace brand by focusing on delighting and engaging with existing customers (and partners), ensuring that they realize the full value of CMMS+ and our partnership.</p> <p>DUTIES AND ESSENTIAL RESPONSIBILITIES Include the following and other duties may be assigned</p> <ul style="list-style-type: none"> • Build stronger rapport and relationships with customers and partners through ongoing communication and targeted campaigns. • Seek opportunities to capture testimonials and/or case study opportunities. • Pursue referrals. • Conduct product - especially new features - demonstrations. • Extend our presence within our customer base by pursuing cross-sell and upsell opportunities. • Work with marketing on needed content/collateral for webinars, conferences, user groups, etc. • Work with support teams to ensure customers are maximizing use and understanding of product features. • Communicate to product ownership of any new feature requests and trends discovered among customers. • Work with management to develop/manage a customer lifecycle campaign methodology and action set. • Manage annual/biannual/quarterly customer satisfaction surveys. • Continual Support and ongoing touchpoints with partners: • Suggest and support email/webinar campaigns, seminars, lunch and learns, or any other ways they can reach out to their customer base. • Provide support for business development opportunities within channel. • Offer sales training webinar to build confidence in channel sales. • Look for any feedback where we can improve our mind share with channel sales and marketing team. • Report on partner activity, status, successes, and opportunities. <p>REQUIRED SKILLS</p> <ul style="list-style-type: none"> • Strong passion for serving and understanding customers. • Interpersonal skills to help nurture customer relationships. • Technology, especially software, competent and savvy • Ability to write effective copy. • Technical knowledge of the latest digital marketing tools, including Customer Relationship Management platforms and marketing automation platforms (preferably HubSpot) • Must have excellent communication skills, both verbal and written. • Excellent troubleshooting abilities and analytical skills. • Bachelor's Degree; Business, Marketing and/or Communications. • 2 to 4 years of customer success and sales exp. Preference in business software marketplace. • Experience creating and executing campaigns that drive customer engagement and advocacy. 	