Account Executive Job Description

Department: Sales Department
Reports To: Vice President Sales

- **Summary:** Responsible for proactively seeking out and winning new opportunities with new and existing clients in the face-to-face event marketing space. The focus will be to drive sales of branded environment projects including tradeshow exhibits, permanent installations, mobile vehicles, events and other branded marketing initiatives. For existing clients, the Account Executive (AE) is the team lead ultimately responsible for the ongoing relationship and communicating emerging needs and requirements to the rest of the organization.

Supervisory Responsibilities: This job has no supervisory responsibilities.

Essential Duties and Responsibilities: Includes the following:
Note: These duties and responsibilities are fulfilled directly by the AE. A dedicated Account Manager will support the AE allowing the AE to continue to focus on new business opportunities.

- Identify opportunities where prospects answer, "I don't know what I need but I have a problem" and/or help the prospect understand that they have a problem that must be resolved.
- Qualify opportunities prior to engaging ECI's services:
    - Ensure ECI is perceived as a viable partner that the prospect can trust to solve their problem.
    - Define the problem
    - Ensure a budget is set and a decision-maker and a timeframe for the decision is established.
- Identifies and develops new business by setting up ECI presentations, meeting at events, telemarketing, leveraging personal contacts, responding to inquiries, and pursuing and following up on leads provided by ECI. Willingness to prospect and build a healthy and profitable sales pipeline.
- Maintains an understanding of current trends in the industry and position yourself as a Subject matter expert who brings value to your client's programs. Since sales

are normally the result of a long-term sales cycle, stay apprised of each client's overall marketing objectives, products and services, and all other factors that may impact their business development efforts.

- Develops sales and marketing proposals for customers on products and services, and deliver sales presentations in a professional and effective manner.
- Develop strong relationships with advertising, event marketing agencies, architectural firms and design firms to teach them how to utilize ECI to grow their business with their customers.
- Initiate the paperwork and shares information required for other departments to perform their roles including kicking off a new design project (Design Request), taking the lead on all proposals, and working with other departments to position ECI's services in the most effective manner.
- Work with account management on sold projects to ensure all information is disseminated to various departments including estimating, engineering/detailing, fabrication, graphics, logistics, warehousing, etc., and support as necessary the entire process of the job through the system.
- Travels periodically to tradeshows, client facilities, or industry events (estimated 15-25% of the year) to fulfill job responsibilities.
- Works in ECI's facility or remotely in a sales office when not visiting clients or attending shows.
- Takes the lead to support ECI's accounting department in collection efforts when necessary.
- Updates ECI's CRM system to ensure prospect information is consistently entered and up to date.
- Provide updated sales and forecasting information to ensure projections are captured throughout the year.
- Performs all other duties and responsibilities as assigned by management.

Competencies: To perform the job successfully, an individual should demonstrate the following:

- Great sales people are conduits to best practices, and experts in how people use ECI's offerings to achieve specific business objectives. Their value is their knowledge, not their product.

- Persistent, resourceful, accountable and has an ability to think long-term to ensure sales goals and quotas are hit consistently.
- Professionalism - Maintains the company's excellent image and reputation; Speaks positively of the company and our employees; Keeps commitments; Serves the needs of the company's clients directly or by supporting other employees; Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration.
- Organizational Support - Follows policies and procedures; Supports organization's mission, vision, goals, values, and culture; Maintains confidentiality; Understands business implications of decisions; Displays orientation to profitability; Demonstrates knowledge of market and competition; Aligns work with strategic goals.
- Customer Service - Manages difficult customer situations; Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance.
- Communication Skills - Exhibit highly effective verbal communication skills, including the ability to make effective and persuasive presentations and to develop a lasting rapport with clients and prospective clients; Writes clearly and informatively; Edits work for spelling and grammar; Presents numerical data effectively.
- Adaptability - Capacity to work productively, multi-task and thrive in a fast-paced, deadline-oriented environment with minimal supervision; Ability to become informed, productive, and effective very quickly; Adapts to changes in the work environment; Manages competing demands; Able to deal with frequent change, delays, or unexpected events; Willingness to work outside of normal business hours (typically, 50-60 hours per week, including some late evenings and/or weekends, may be required to fulfill all job responsibilities.)
- Motivation - Sets and achieves challenging goals; Demonstrates persistence and overcomes obstacles; Motivation derived from both income potential and client satisfaction.
- Planning/Organizing - Superior organization, project management, and time management skills; Prioritizes and plans work activities; Uses time efficiently; Sets goals and objectives.

Qualifications: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of

the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience: Bachelor's degree (B. A.) preferred; and/or minimum three (3) years experience in both sales and project management, preferably in one or more industries where a customized product is manufactured and sales are made to end-user businesses.

General Skills:

- Sales Skills - A proven track record of sales, in both obtaining new clients and increasing business with existing clients.
- Computer Skills - To perform this job successfully, an individual should have knowledge of Windows, Microsoft Word and Excel; familiarity with Microsoft Outlook, & PowerPoint, and CRM systems.

Physical Demands: No special skills are required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.