

## Purpose

The Sales Account Executive will present, promote and sell AIA products and services using solid arguments to prospective customers. This position is responsible for meeting or exceeding annual sales goals within a defined territory. Goals can be met by cultivating existing leads and/or expanding into new leads. Opportunities within this role will have an estimated annual sales volume of up to \$2M.

## Responsibilities

### Prospecting

- Work with prospective Owners to find what they want, create solutions and ensure a smooth sales process
- Performing cost-benefit and needs analysis of potential customers to meet their needs
- Establishing, developing and maintaining positive business relationships
- Answer inbound sales call inquiries
- Collaborate with sales team supplying each other with reports, opportunities, market information, competitive activities, trends and best practices
- Identify new leads through research and networking within an assigned territory
- Track all sales activity in Salesforce
- Report on sales pipeline activity to leadership team
- Refer strategic accounts (\$2M+) to Senior Sales Account Executive when identified
- Maintain strong knowledge base of the company's services
- Participate in and attend key industry events as assigned

### Execute AIA Proven Marketing Process

### Negotiate and Execute Agreements

- Achieve agreed upon sales targets and outcomes within time specified
- Takes ownership and oversees the coordination of internal resources to resolve issues as identified by the prospect (ie system demos, etc.)
- Coordinate on-site Exploration Days with new prospects based on Owner preference
- Apply AIA Sales Roadmap Strategy to qualify and close sales opportunities

## Qualifications

### Education/Experience:

- Bachelor's degree in Business or equivalent experience
- Two or more years proven telemarketing/outbound phone sales experience required
- Experience using CRM/sales software. Salesforce preferred
- Experience in the promotional products industry is preferred

### Knowledge/Skills/Abilities/Competencies

- Strong B2B sales, negotiation and communication skills
- Professional and strong integrity
- Strong relationship skills; able to connect with key decision makers, build relationships and close deals

- Strong business acumen
- Handles rejection well; self-confident
- Fast learner who can adapt to change
- Team player that is respectful of others
- Impactful player, competitive, passionate
- Ability to prioritize, strong time management and organizational skills

**Exemplify AIA core values - Smart, Hungry, Honest, Collaborative, and All In!**

### Success Measurements

What does success look like? How will performance be measured?