

Strategic Account Executive

EPromos Promotional Products

St. Cloud, Minnesota: Accepting remote applications

ePromos Promotional Products, LLC., an ASI Top 40 firm and one of the fastest growing companies in the promotional products industry. We are passionate about helping our clients make powerful impressions using customer merchandise and apparel. We operate through two divisions, ePromos.com: a leading online player, and ePromos Brand Solutions: our marketing agency. We have been recognized by INC 5000 multiple times, we are a seven-time winner of ASI Best Place to Work and our website ePromos.com has been awarded over 20 different best Web Site awards.

ePromos is looking for a Strategic Account Executive to join our team. The Strategic Account Executive (SAE), in collaboration with the Director or Enterprise Sales (DES), is responsible for developing and executing sales strategies for an assigned and/or self-generated book of accounts. The SAE will own the account relationships and is responsible for implementing and executing the sales strategies that consist of developing and growing year over year sales. The SAE will play the vital in increasing revenue and gross profit of ad hoc business by strategically working with the client, DES and Program Operations in the overall effort of generating and qualifying new opportunities, acquiring new clients, onboarding and implementing new clients, penetrating and expanding accounts, building relationships, and managing and executing the sale of products and services to maximize sales performance. It is vital for the SAE to uncover and map out all potential areas that can be served by ePromos. The SAE will devise and implement account growth plans and marketing plans to secure profitable business and build long-term partnerships through true client advocacy. The SAE leads the strategic selling efforts to be in-line with ePromos core values, policies, protocol, procedures and client specific requirements to achieve the highest level of success and ROI.

Day-to-Day Tasks Include but are not limited to:

- Lead and oversee relationships with assigned and/or self-generated accounts.
- Execute account penetration and retention strategies.
- Responsible for ensuring all client contract terms are adhered to.
- Understand, interpret and ensure all client brand guidelines are adhered to.
- Communicate directly with client main points of contact, including an on-site presence when possible / applicable.
- Work with the DES to develop a growth and penetration strategy for the assigned and/or self-generated accounts, always seeking to understand their pain points, areas for growth, and how to be a strategic business partner, not just a supplier.

- If not located in same city/area as clients, travel to client locations to meet with new potential buyers to generate new opportunities and build relationships.
- Establish and conduct weekly meetings with clients and internal ePromos' Teams to identify, prioritize and execute deliverables.
- Establish and execute the strategic sales process for building and maintaining plans to promote and identify specific client event dates and large order opportunities.
- Assist in leading the strategic direction for product selection and merchandising of client ad hoc projects.
- Serve as a subject matter expert, when needed, for the Program Operations Team when selecting merchandise for client online company store programs.
- Create custom product presentations as needed.
- Staff and support any applicable client onsite event opportunities.
- Execute annual client merchandise roadshow initiatives, working collaboratively with the DES on product selection, pricing, catalog, logistics, and all other details as they relate to ensuring a successful execution.
- Always seek ways to proactively develop and push ideas to existing and new contacts within the organization to maximize sales results.
- Work in collaboration with the DES to recognize ad hoc and online company store opportunities and secure such opportunities.
- Plan and adjust for delivering revenue and gross profit targets through individual account analysis and reporting metrics.
- Drive focus on weekly, monthly, quarterly and yearly sales targets.
- Assure the proper use of ePromos systems.
- Assure ePromos policies, procedures and protocol are being followed.
- Prepare and lead client business reviews.
- Work in conjunction with Program Operations to assure company online store programs are meeting and exceeding client expectations.
- Work in conjunction with the DES, Vice President of Sales, and New Business Development Team to acquire and onboard new clients.
- Handle client escalations including documentation, root cause analysis and correction action plans to assure client satisfaction.
- Coordinate and consolidate marketing initiatives across all assigned accounts.
- Leverage ePromos' Leadership Team to align with client leadership.
- Recognize, drive and share best practices.
- Recognize bottlenecks and opportunities for improvement.
- Assist Project Managers and Sales Coordinators on navigating corporate environments.
- Attend industry specific events, tradeshows and / or meetings to establish professional rapport in order to leverage supplier benefits on behalf of the client.
- Maintain a top-level, in-depth knowledge of relevant product, industry and retail merchandise trends, including but not limited to industry publications, newsletters, webinars and/or events.
- Utilize all tools available to you such as Hoovers, LinkedIn and Facebook to continuously research client and establish the potential worth of the account in order to maximize sales performance.
- Follow up with client on aging reports to assist in getting client accounts current when necessary.
- Monitor business to ensure orders are entered accurately, making sure of clear and concise instructions for ePromos' internal Teams, Suppliers and Customers.
- Assist in resolving high level order issues that arise.
- Attend company training, meetings and events as required.
- Establish and maintain a commitment to professional development.
- Any other activities as assigned by the DES

Compensation and Benefits:

Salary plus commission and bonus potential. An attractive, comprehensive benefits package includes medical, dental, vision, short term/long term disability, term life insurance, a 401(k) plan with match, paid vacation, and numerous company celebrations. We have been recognized as an ASI Best Places to Work Company

We do not accept resume submissions from third part recruiters.