



**Title:** Executive Sales  
- Branding

**Department:** Sales

**Reports to:** VP, Products &  
Business  
Development

**Status:** Exempt

**Date:** Dec 1, 2021

## **SUMMARY**

Responsible for all sales activities in assigned accounts or regions. Driving growth within those accounts and regions. Manage quality and consistency of product and service delivery to the client.

## **PRIMARY RESPONSIBILITIES**

- Prospect and qualify new sales leads
- Schedule meetings and presentations with prospects
- Create, plan, and deliver presentations on company products
- Track all sales activities in company CRM system and keep current by updating account information regularly
- Detail client needs for quoting and prepare proposals accordingly
- Organize and present complete job details to Account Coordination for efficient turn over to production
- Maintain a well-developed pipeline of prospects
- Develop strong, ongoing relationships with prospects and customers
- Meet and/or exceed quotas/KPI's

- Coordinate with other team members and departments to optimize the sales effort
- Stay up to date on materials and processes to present as solutions to the prospect
- Design and distribute bulk email campaigns semiannually.

## **QUALIFICATIONS**

- Bachelor's degree in Business, Marketing, Communications, or related field
- 2-4 years of sales experience
- Proven ability to meet and exceed sales quotas
- Proven track record of successfully managing customer relationships
- Excellent interpersonal skills
- Highly self-motivated
- Strong verbal and written communication skills
- Proficient in Microsoft Office
- Working knowledge of CRM systems

## **WORKING CONDITIONS**

Working conditions are normal for an office environment. Work requires significant local travel and may require occasional overnight travel and weekend and/or evening work.