

JOB DESCRIPTION

Job Title: Account Executive

Supervisor: Therese Gulbransen

FLSA Status: Exempt

Department: Sales & Marketing

Supersedes Date: 8/27/2015

Revision Date: 7/8/2019

Job Summary: This position integrates solutions across all aspects of our business within a dedicated group of prospects and customers. The primary responsibility is to maintain existing relationships while driving new businesses that contribute to our company's profitable sales growth.

Job Duties/Responsibilities:

- Grow account base according to goals mutually set by yourself and manager.
- Serve as first line of contact with assigned customers.
- Maintain records of all account activity within sales database.
- Develop new customers and retain existing accounts by applying a consultative approach, including but not limited to: design, marketing and product offerings.
- Supply product information to selected customers and/or arrange for business analyses of customer's communication requirements. Based on analyses will help develop proposals and value propositions that create opportunity for new business.
- Organize and implement post-sale delivery and implementation of APC solutions at customer locations. Act as primary point of contact for all sales paperwork.
- Proactively develop new customer contacts, review leads, participate in customers' business communication planning and deliver APC solutions/proposals as directed by management.
- Plan and consult within a team-based work environment to coordinate customer activity, challenges and project work.
- Promote products and represent APC at offsite customer meetings and networking events.
- Vetting any cold leads that come in via phone or email.
- Perform any and all reasonable functions needed to satisfy our internal or external customers as they relate to quotes, proofs, and projects.
- Attend weekly sales meetings and networking events sponsored by the organization.
- Perform other duties as assigned.

Qualifications:

- A college degree in business, communications or related field preferred
- 3 - 5 years of successful sales experience; business-to-business sales experience preferred
- Previous experience and/or education in communication, graphic design, marketing, or digital/commercial printing helpful but not required.
- Excellent verbal, written, interpersonal, and presentation skills.

Physical / Mental / Technical Requirements:

- Maintain a valid driver's license and own transportation.
- Local travel within assigned client base (generally within a 100-mile radius of Madison)
- Work hours are Monday - Friday 8:00 – 5:00 with occasional evenings or additional hours
- Ability to multi-task and reprioritize tasks timely and work in a fast-paced environment
- Working knowledge of Microsoft Office Suite

Relationships:

Daily contact with both established clients and potential clients. Regular contact with internal staff such as Project Managers and all department staff as needed to meet customer demands.

Scope:

To maintain a competitive position, APC is required to continually monitor, evaluate and improve processes. All employees have the responsibility to actively contribute to the company's continuous improvement process and are encouraged to approach any manager with suggestions or concerns.

This job description is a summary only. Employees may be asked to perform other duties as needed.