

Job Description

Account Executive



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1/13/10

SCOPE OF THE POSITION

The basic function is to develop a network of lead sources through new business development. This position requires extensive research and networking to identify and land new business leads, which are qualified and initiated before turning over to an Account Manager for further development. The Account Executive is responsible for generating new sales volume, and targeting account development and competitive account penetration.

RESPONSIBILITIES

AE Lead Generation:

- Network extensively for leads through business groups, real estate brokers, local community organizations, industry organizations- IFMA, BOMA, & CoreNet; develop relationships with key influencer within each of these organizations.
- Research leads through business journals, newspapers, industry periodicals and publications and the internet.
- Put together a formal marketing plan for generating new business for dealerships; review plan and revise plan on a regular monthly basis.
- Develop a target account list of potential clients, including major corporations, healthcare entities, and higher education institutions; through a deliberate, measurable long term plan to penetrate these accounts.

AE Qualification & Client Turnover:

- Qualify leads into potential customers; conduct a detailed needs analysis to understand client's requirements for furniture and services.
- Research client's core business to completely understand client and the market factors that impact the client's business.
- Present Apex's revenue engine and products & services; this should be conducted with Account Manager assigned to the client so as to gain account familiarity- in person, through written/graphic documentation and electronic means

Customer/Account Interface

- Be available, responsive and timely to customer inquiries, request for information and/or quotations, problems resolution.
- Assist assigned Project Coordinator to respond to customer request for quote and all other inquiries.
- Conduct a professional, cooperative interface with the customer, the customer's employees, and the customer's third party consultants/subcontractors.

Miscellaneous

- Meet monthly, quarterly and yearly sales and gross profit goals as set by the Apex Sales Manager.
- Work with sales and marketing staff to develop professional materials and presentations.

