

Boston Light & Sound

J O B D E S C R I P T I O N

TITLE: **AV Sales Account Executive**

DEPARTMENT: Sales

CLASS: Full-time

REPORTS TO: General Manager

SALARY/HOURLY: Base Salary plus Commission

SUMMARY:

This position is the future thrust of growth to the company. It requires an individual 1) that understands the business, the various markets, and the sales proposition/value of a company with a long history of pleasing clients; (2) who possesses the capability to separate the roles of sales and business development and prioritize efforts between the two; (3) and who can develop a disciplined approach to selling the whole company and its values to various distinct markets.

As an AV Sales Account Executive you will generate sales of audio-visual systems focusing on clients that have the highest likelihood of generating reoccurring revenue by way of future, non-bid business and extended service agreements. Pursue clients who seek a higher level of quality and are willing to pay a premium for these services, avoiding low margin sales or public bids. Ensure customer satisfaction and continued growth by providing active account management of clients before, during and after installation. Network and develop relationships with sales enablers, such as audio-visual consultants, architects, property managers and general and electrical contractors.

GENERAL DUTIES AND RESPONSIBILITIES:

- ◆ Develop and execute strategies and account plans that increase client sales volume.
- ◆ Meet or exceed established revenue and gross profit goals.
- ◆ Proactively manage, prioritize and engage sales leads.
- ◆ Meet with client prospects to determine customer needs, perform site surveys and develop scope of work.
- ◆ Prepare timely and accurate proposals, negotiate contractual relationships with client.
- ◆ Identify strategic opportunities using a consultative sales approach that ensures client objectives are met.
- ◆ Develop sales goals, objectives and revenue forecasts through maintaining the sales opportunity pipeline.
- ◆ Actively review client landscape and recommend, develop, and implement new and creative approaches to growing business opportunities.

- ◆ Locate and propose new business potential by contacting new clients and partners and discovering and exploring opportunities.
 - ◆ Close new sales by coordinating requirements; developing and negotiating contracts; integrating contract requirements with company operations.
 - ◆ Update job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.
 - ◆ Enhance organization reputation by accepting ownership for accomplishing new and different requests; explore opportunities to add value to job accomplishments.
 - ◆ Prepare and deliver effective and influential presentations.
-

ACCOUNTABILITY:

- ◆ The Sales Account Executive reports to the General Manager.
 - ◆ Secondary accountability will be to the other management team members, employees and clients of the company to support company goals.
-

PRIOR RELATED WORK EXPERIENCE:

- ◆ 5-10 years progressive experience audiovisual system sales.
 - ◆ Proven ability to deliver sales revenue in a high value environment.
-

COMMUNICATION:

- ◆ Good computer skills.
 - ◆ Superior written and oral communication skills.
 - ◆ Excellent customer service skills to deal with both internal and external customers.
 - ◆ Ability to demonstrate, communicate client need/intent into good system design.
-

PERSONAL TRAITS:

- ◆ This position requires the following attributes: organized, professional, adaptable, likeable, confident, reliable, technically capable, self-motivated, self-disciplined, focused, punctual, keen attention to detail, ability to prioritize, attention to personal grooming/appearance.
- ◆ Strong interpersonal skillset.
- ◆ Ability to manage multiple tasks simultaneously.
- ◆ Must be able to read and effectively interpret design drawings and construction documentation.
- ◆ Prospecting Skills Closing Skills, Motivation for Sales.
- ◆ Professionalism High Energy Level.
- ◆ Sales Planning, Selling to Customer Needs.
- ◆ Market Knowledge, Presentation Skills.
- ◆ Meeting Sales Goals.