



YOURLOOK
YOURBRAND
YOURSOURCE
APISOURCE.COM

Account Executive

FLSA Status: Exempt – Full-time
Reports To: Sales Manager
Date: September 2017

JOB SUMMARY

The Account Executive is responsible for generating business opportunities by identifying prospects, establishing contact and developing supportive, informative relationships. Working closely with production units to recommend creative client solutions for profit and service improvements.

ESSENTIAL DUTIES

To perform this job successfully, an individual must be able to complete all areas outlined for this position in a satisfactory manner. The requirements listed below are representative of the knowledge, skills, and/or abilities necessary to meet the minimum job requirements of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.

1. The Account Executive will create new profitable sales volume for API through cold calling, effective presentation strategy, development of marketing ideas, and providing ongoing guidance and client support.
2. Acts as the liaison between all assigned customers and API, ensures that the customer's expectations are met and maintains API's goodwill for future business.
3. Identify product improvements or new products by remaining current on industry trends, market activities, and competitors.
4. Maintain quality service by establishing and enforcing API's organizational standards.
5. Working closely with Sales Assistants will ensure client experience and expectations are met in the highest standard.
6. Respond to and service existing customers with the goal of increasing sales and engineering new sales opportunities.
7. Plans and executes sales activities which support API's established sales objectives and develops new opportunities for additional growth.
8. Provide accurate and timely quotes on all customer requests for products and items.
9. Ensures sales policies and procedures of API are followed in a manner consistent with the goals and objectives as set forth by the Sales Manager and Management Team.
10. Creates, maintains and improves company relationships with internal and external customers.
11. Performs research, as directed by the Sales Manager, to investigate other potential supply vendors, products, product lines or markets.
12. Maintains detailed records of all accounts and leads and follows up with customers and leads on a timely basis.
13. Maintains and nurture good working relationships among all staff.
14. Prepare initial customer credit review documents



YOURLOOK
YOURBRAND
YOURSOURCE
APISOURCE.COM

15. Assist in the development of monthly, quarterly and annual sales and gross profit margin goals.

16. Maintains a well-groomed appearance as appropriate for the position and be prepared with the correct tools needed to perform a successful sales call.

17. Reviews all quote proposals prior to presentation to customers in his/her territory.

18. Performs any other duties as may be required, from time to time, by the Sales Manager.

SUPERVISORY RESPONSIBILITY

This position has no supervisory responsibility

EDUCATION AND EXPERIENCE

- Bachelor's Degree from an accredited college or university, preferably in a Marketing or psychology discipline.
- Three to five (3-5) years of experience selling and providing specialty marketing/branding items, marketing programs and fulfillment products for existing and new customers.
- Skilled at product marketing research.

WORK ENVIRONMENT

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

The normal workday will be from 8:00 AM to 5:00 PM. However, the hours may be longer or subject to change based on specific business needs.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to stand, walk, use hands to finger, handle or feel and reach with hands and arms.

This position may require the ability to occasionally lift office products and supplies, up to 20 pounds.

TRAVEL

Travel is primarily local during the business day, although some out-of-the-area and overnight travel may be expected.