

## **Account Executive Job Description**

The Account Executive is a highly visible member of the Gesture team, responsible for the new business development within their assigned region. The AE enthusiastically solicits Gesture products and services to prospective charity partners.

### **KEY DUTIES & PRIORITIES:**

- 1) Drive revenue in your assigned market/territory
- 2) Protect gross margin for your events by adhering to pricing model
- 3) Set clients and Gesture up for success at all times
- 4) Meet or exceed monthly, quarterly, and annual goals set by the VP of Sales and Operations and the Director of Sales

### **RESPONSIBILITIES (Including but not limited to):**

- Own and drive revenue growth for assigned region. Identify opportunities and align Gesture resources to secure those opportunities.
- Maintains, increases, and maximizes the sales volume of accounts and market share by developing sales strategies for every contact and prospect using analysis and account penetration.
- Efficiently and profitably controls the sales cycle: prospecting, telemarketing/cold calling, sales presentations, overcoming objections, proposals, and closing contracts.
- Consult clients to offer suggestions and advice on best practices based on Gesture's experience to maximize charity activity/revenue and use of Gesture services.
- Provide weekly reporting to Sales Director
  - Forecast (weekly, monthly, quarterly)
  - Critical issues impacting execution of sales plan
- Utilize CRM to document and communicate all sales activity
- Maintains updated competitor information, i.e.: their services and practices, and keep Regional Manager informed on said practices.
- Continuous development of event talent (Gesture Pro's and On-Site Managers).
- Adhere to all company policies and procedures.
- Nurture relationships with all client contacts to foster long-term trust and increase the probability of retention.
- Assist with client issues as requested including but not limited to retention efforts, conflict resolution, expectation management.
- Act in the best interests of Gesture, our clients and meet expectations.

## **QUALIFICATIONS:**

- Outside sales experience with proven track record of success
- Sales and/or service experience with non-profit clients is a plus
- Ability to sell value and close contracts per pricing strategy
- Desire to learn, grow and help our non-profit partners succeed
- Effective communication skills both verbal and written
- Ability to make quick decisions
- Must be team focused and extremely organized
- Ability to deliver presentations in a group setting
- Proficient with the use of computers (Mac based), iPads, new technologies
- Experience using Microsoft Office products (Word, Excel, PowerPoint)
- Experience in non-profit sector, customer service, event management or account management preferred but not required
- Experience as a Gesture Pro and/or OSM