

Role Purpose and Function

Role Title: Account Executive (AE)

Department: Sales

Accountable Manager: Sales Manager

Role Type: Individual Contributor

General Role Description: Develops new business and current client relationships through face-to-face meetings to achieve revenue budgets and assigned activity levels.

Key Role Accountabilities

- Meets monthly budget expectations and sales goals while meeting all deadlines.
- Continually prospects to identify and qualify potential new clients.
- Participates in all LBI events and various networking/community events to reinforce existing relationships and the LBI brand, and build new relationships.
- Performs consultative needs analysis to identify if/how LBI can meet the client's goals, challenges and budgets.
- Prepares and presents proposals, advocating potential advertising and/or sponsorship opportunities that best meet the clients' requirements.
- Collects ad materials and client approvals while delivering client service in accordance with established policies, procedures, and deadlines to facilitate excellent client experiences (internal and external).
- Obtain client annual budgets for proposing renewals and new contracts with clients.
- Adheres to AR policies by collecting pre-payment, personal guarantees, and calling clients about late payments.
- Document all client opportunities, sales, interactions, and database changes in CRM
- Communicate strategic plans and results with managers.

Requirements of All Associates

- Applies best efforts and full capability each day to the work assigned by own manager.
- Communicates with manager when:
 - An assignment is not understood
 - An assignment conflicts with knowledge of the circumstances, current skills or available time/resources
 - Obstacles to completing the assignment exist or are likely to occur
 - Opportunities to better complete or improve the assignment exist or may occur
- Understands and demonstrates our cultural expectations- *Our Way*.
- Effective interpersonal communication skills
- Ability to adapt to a changing environment and handle multiple priorities
- Assist manager, owners, & executives with other assignments and requests as needed.

Minimum Role Requirements

- College degree or
- Two years' experience in outside sales, preferably in publishing or advertising.
- Reliable transportation, valid driver's license, proof of auto insurance, and unencumbered driving record