

Job Title: Account Executive

Job Summary:

- The Account Executive, or AE, is responsible for the sales and service of DSW Signs Outdoor current advertising inventory. The AE is expected to create a rewarding experience for clients that leads to future business. This position requires the candidate to be a self-starter and to have the ability to generate new client leads. Three or more years sales experience required.

Duties and Responsibilities:

Daily:

- Meet and exceed sales goals
- Make cold calls to generate new business leads and develop customer relationships
- Follow-up with existing clients; emails, calling, site visits
- Maintain a high level of customer service as well as generating new business opportunities
- Monitor client communications through use of Click-Up to determine appropriate follow-up tasks
- Communicate with the sales assistant regarding relevant information needed for accounts; proposals

Weekly / Bi-weekly:

- Monitor personal sales data, report to leadership, and adjust sales strategy as needed
- Report to the DSW Sign team bi-weekly on new sales, renewals, and retention

Monthly:

- Review areas with low occupancy rates to prioritize focus on prospective clients / sales locations
- Collaborate with leadership on best strategy to reactivate dormant accounts
- Attend one community-facing event as assigned by supervisor; "First Friday Coffee," Ribbon-Cuttings
- Review account receivables, determine past due clients, and facilitate communications to collect

As Needed:

- Assist clients with artwork submission
- Prepare proposals and sales information for clients while working closely with the Creative Team
- Follow-up with clients regarding previous proposal approvals / acceptance
- Follow up on completion of projects for existing and new clients
- Maintain strong relationships that foster future business and referrals
- Vigilantly check digital billboards, lights, board visibility, etc. on a regular basis while traveling
- Travel: 30-50% - Visiting local client sites to build relationships and/or finalize sales
- Attends relevant conferences in support of sales and marketing initiatives; IBO, etc.
- Continually develop new product knowledge and acquire better selling techniques
- Refer clients with digital marketing needs to Connect Leadership

Qualifications:

- Must have a minimum of 3 years prior in experience in advertising sales / business presentations
- Prior experience with transferring calls on landline telephone recommended

Additional Abilities:

- Must be a self-starter with the confidence to build new relationships with potential clients
- Must maintain a professional appearance; business casual attire
- Must be able to display personal and professional integrity
- Strong verbal and written communication skills
- **Preferred:** Prior experience with the following programs:
 - Clerical: Office 365 programs with emphasis on Word, Excel, Outlook
 - Drafting documents: Adobe Acrobat
 - Advertising-related programs: Dot2Dot (Ad Manager), ClickUp, Google Earth

Reports to:

- I. **Direct Supervisor:** Chris Shrum – General Manager
- II. Communicates with clients, other account reps, sales assistant, sign crew (installations), creative team