

GENERIC JOB DESCRIPTION

REGIONAL CENTRE

ACCOUNT EXECUTIVE

PRIMARY ROLE

The main object and purpose of this position consist in achieving ALC's sales vision, while promoting safety, quality, awareness and compliance with company policies and maximizing the impact of his/her actions on company sales, prices, competition, and potential customers. The incumbent is responsible for gathering information to develop a market strategy and for managing and planning territory to maximize profitability. The incumbent also writes proposals and negotiates contracts, maintains and increases services to our customers, secures relationships with customers and provides support to the team to achieve objectives.

KEY AREAS OF RESPONSIBILITIES

1. Prospects the territory and analyzes markets: Has a market development strategy and a vision of the competition's strategy. Locates and calls on prospective customers, initiates and maintains business relationships. Sells to prospects who are considering buying from competitors and develops local markets for new applications.

2. Manages and plans territory: Develops business plan and sales strategy for his/her sector. Plans and organizes activities to generate profitable growth and satisfying results (territory, deadlines, sales and profitability forecasts). Manages a territory with a value of 300 000\$ to 1 000 000\$. Regularly uses CRM (Customer Relationship Management) to plan, schedule and report on day-to-day activities with customers and leads. Maintains accurate profiles of customers and leads in CRM. Promotes sound management by establishing selling prices within company guidelines. Manages accounts as well as competition. Develops new applications related to ALC's products and services.

3. Develops proposals: Establishes commercial proposals and negotiates contracts, responding to customer needs. Writes clear, succinct, and professional-looking proposals that appropriately respond to customer's needs. Presents proposals, persuades, influences, and negotiates contracts with customers.

4. Sells and negotiates: Identifies the customers' information and decision-making structure, culture and goals. Understands the customer's industry processes, products or services. Through "Need Satisfaction Selling", probes and listens actively to build a clear, accurate and complete picture of what customers require. Obtains customer's commitment, follows appropriate procedures when a close is not possible, and closes in incremental steps that further the sales process. Finds creative solutions, takes risks and makes difficult decisions. Shares information with the Accounts Receivable Agent regarding customer credit status and the financial viability of the account.

5. Ensures customer loyalty: Develops a strategy to secure customer's loyalty. Is recognized as an authority as far as making proposals is concerned. Directs the customer's choice. Comforts and reassures the customer. As the primary contact between the customer and ALC, identifies problematic situations and solves problems. Improves the quality of business relationships and has a long-term vision when doing business with the customer. Anticipates future needs.

6. Participates to team work: Knows everybody's role within the team. Demonstrates sensitivity to the needs and concerns of others Sales Team members. Provides information, training and supervision by executing linked sales with them. Builds and maintains relationships inside own organization. Communicates effectively with other departments.

7. Acquires and upgrades his knowledge and competencies: Presents a professional image to the customer at the internal and external level by the development of his knowledge and analyze of ALC's products and services, the industry, and the processes in which they are used.

8. Quality / Safety: Promotes ALC safety objectives. Knows and respects procedures related to the group as indicated in the ALC Quality Manual. Ensures that proper corrective and preventive measures are in place for addressing customer issues or complaints.

MAIN INTERNAL CONTACTS	MAIN EXTERNAL CONTACTS
<ul style="list-style-type: none"> • Specialists, Market • Marketing group • Managers, Sales • Customer Service • Coordinators, Sales • Administrative Services 	<ul style="list-style-type: none"> • Customers • Suppliers

TRAINING & KNOWLEDGE
<ul style="list-style-type: none"> • Diploma: College diploma or bachelor's degree in the field of application • Training: Selling skills, Quality System (ISO) • Knowledge: Computerized systems, MS Office, products, services and applications, contract law, bilingualism when required, financial management basics.
EXPERIENCE REQUIREMENT
2 to 3 years experience in industrial sales

CRITICAL COMPETENCIES
1. Team Player: Shares knowledge and experience, cooperates and makes self available, listens, gathers information, takes into consideration the needs, ideas, opinions of others.
2. Customer-oriented and service-driven: Precisely answers customer requests, is attentive to customers, respects commitments towards customers, initiates new ideas in order to meet customer expectations.
3. Selling skills: Speaks with confidence and guides discussion towards desired conclusions, uses persuasion and persistence to overcome objectives, understands customer needs, makes recommendations and decisions based on a complete analysis of facts.
4. Leadership: Positively influences others, easily obtains cooperation from others, is concerned with people as much as with results.
5. Initiative: Initiates actions, ideas or solutions spontaneously on his own, undertakes action without waiting directives, uses all of his/her resources before asking for help, establishes his/her performance objectives and deadlines.

SUPERVISION OF EMPLOYEES NO

OTHER CRITICAL REQUIREMENTS FOR THE JOB

Valid driver's license

POSSIBLE CAREER OPPORTUNITIES (based on need, professional interest, training, experience and competences)

In this field	Outside this field
<ul style="list-style-type: none"> • Manager, Sales • Team Leader, Satellite 	<ul style="list-style-type: none"> • Marketing • Management

Level of accountability	Sales value of assigned territory	Required abilities
Account executive level 1	1-2 million \$ in sales	<ul style="list-style-type: none"> • Good customer relationships • Good management skills • Ability to find new customers

Responsible for validation: Luke Aass
Responsible for the writing: Nathalie Ngoy
Validation date : July 2009