

## ACCOUNT EXECUTIVE

### Responsibilities

1. Secure the allocated annual targets for customer acquisition, revenue and margin.
2. Create and manage an optimal mix of new and existing business.
3. Maintain the ideal sales pipeline inventory that **predictably delivers monthly targets**.

### Duties

1. **Build a pipeline inventory of qualified opportunities** with the optimum mix of numbers, timing and value.
2. **Execute a consistent outbound prospecting cadence**, that delivers the right number of company qualified prospects.
3. **Execute the company's consultative and value-based approach** to create and capture opportunities up to hand-over level.
4. **Maintain a complete current picture of your activity and effectiveness** through populating the CRM and related tools.
5. Represent the company's **vendor partners** to a high standard that attracts maximum vendor-partner supports (e.g. getting good quality leads from partners).

### Skills Set

1. Modern **outbound prospecting skills**, including outreach, using content and effective virtual and on-site prospecting. This is an important part of the role.
2. Proven and effective **discovery and diagnostic skills**, ideally from a cyber domain, or at a minimum, from a managed services environment.
3. Excellent B2B conversation and presentation skillset at a level that gives prospects and customers the confidence to **take advice from you**. The business calls this the **quality dialogue** skill.
4. You need to have very good **deal management** skills including managing multiple stakeholders and internal procurement and approval processed at fairly large companies and government organizations.
5. **Executive-level** and **technical-level** presentation skills.
6. The role requires you to accurately brief **internal colleagues** about the context and landscape of your prospects, so that relevant advice and solutions are provided.

7. Efficient **reporting** through the CRM and the weekly forecast and 1:1 meetings. Good “hygiene” in this area is part of the company’s sales culture.

## **Other**

- It is assumed you have professional sales planning skills: pre-meeting and post-meeting. This is considered a table stakes requirement in the business, but a critical capability.
- Familiarity with a sales qualification methodology.
- An ability to run webinars and public event presentations.
- Clean and clear writing skills: this is becoming more important where several stakeholders have to be involved in an engagement and will work with email correspondence.
- If you have access to an established prospect or customer base you will be able to build early income, quickly.