

## Account Executive - Toronto

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Company: Encore Canada

Location: Mississauga

Category: other-general

### Position Overview

The Account Executive is responsible to grow and manage a portfolio of new and existing clients to ensure retention of current business and support the growth and the success of the organization. This position will oversee and conduct client relationship management, solutions selling to qualified leads, developing, and presenting proposals, and ensuring the successful delivery of Encore's services. The Account Executive performs a lead role in client interactions prior to sale with support from the Project Manager or Lead Technician. Following the sale, the Account Executive performs a support role in client interactions. This position reports to the Director of Sales.

### Key Job Responsibilities

#### Business Development

- Know the market well to find, qualify, and convert prospects into confirmed business.
- Develop creative solutions to drive business growth.
- Actively build and maintain a pipeline of ongoing opportunities & leads.
- Mine existing customers for other opportunities and revenue.
- Explore partnership opportunities with a variety of event industry suppliers and groups.
- Partner with clients to have an absolute understanding of their event goals.
- Build rapport/relationship with clients to understand their event pain points.
- Plan, document, and execute a minimum of 6 weekly unsolicited outreaches to clients in Salesforce CRM.

- Attend and document a minimum of 8 sales calls (client meetings with a specific plan on how the meeting can advance the sales cycle/business) per month (documented in Salesforce CRM).
- Determine whether any emergent solutions can be leveraged to drive incremental value and impact for client event.
- Develop and propose solutions that achieve client goals.
- Qualify leads from various sources including website, marketing campaigns and other team members.
- Engage team members across sales, marketing, project management and leadership to incorporate and draw from their expertise.
- Establish solid relationships and trust with existing clientele.

#### Client Management

- Operate as a key point of contact for any matters specific to your customers (in conjunction with Project Manager).
- Build & foster outstanding customer loyalty by finding opportunities to wow the client.
- Enhance customer ties by defining opportunities and introducing additional products and services.
- Understand and document customer business strategies, priorities, and goals.
- Resolve customer issues and ensure their high levels of satisfaction through prompt responsiveness and focus on detail.

#### Project Oversight

- Engage with production/operations for technical assistance, design, and tailored customer solutions.
- Provide routine quality control oversight of the project as required, ensuring client expectations for budget management, creative services solutions and technical logistics coordination are being met and kept on schedule.

#### General

- Remain current and educated on all new and emerging event technology products and solutions.
- Develop and actively track a sales pipeline in CRM, listing sales activities and approximate timing for proposal submittals.
- Establish and maintain close relationships with other Encore sales team members as well as with external partners.

- Attend all designated individual and team calls, working all scheduled calls around these established times.

#### Job Qualifications

- Technical College or University Degree preferred
- 7+ years of experience within the events industry and/or audio-visual fields is preferred
- Proven ability to manage multiple projects at a time while paying strict attention to detail
- Understanding of social media, digital marketing strategies, search optimization, and e-marketing
- Valid driver's license and access to a private vehicle
- Estimated travel between 40% - 60%

#### Competencies

##### Deliver World Class Service

- Hospitality
- Ownership

##### Do The Right Thing

- Demonstrates Self-Awareness

##### Drive Results

- Ensures Accountability

##### See The Big Picture

- Decision Quality
- Manages Complexity

##### Value People

- Collaborates

#### Work Environment

##### Office

Work is performed primarily in an office environment. Working times may include irregular hours and on-call status including days, evenings, weekends, and holidays. Team members must adhere to appearance guidelines as defined by Encore based in an office environment and when traveling, on an individual venue or a representation of venues in that city or area.

The above information on this description is not necessarily an exhaustive list of all responsibilities, duties, skills, efforts, requirements or working conditions associated with the job. While this is intended to be an accurate reflection of the current job, management reserves the right to revise the job or to require that other or different tasks be performed

as assigned.

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