



Role Description

Job Title: Account Executive	Department: B2B Sales
Reports to: Corporate Sales Manager	Date: December 2011
Location : Ontario West	

ROLE DEFINITION

Primary responsibility is the selling of Bell Mobility into medium and large size businesses.

KEY RESPONSIBILITIES

- Acquire new customers
- Weekly appointments with potential clients
- Cold Calling every day
- Oversee the sales process from beginning to end: evaluate clients' needs, schedule sales presentations (creating a PowerPoint presentation), collect the necessary information to open new client accounts
- Understand promotions, remain informed on price changes, promotions and products
- Properly demonstrate all features and benefits that are specific to each individual customer
- Follow through with all promises made with all customers
- Weekly reports and meeting
- Develop and maintain a loyal customer base through high quality service
- Keep clients informed of upcoming products, service and/or discounts
- Perform follow-ups with clients to ensure they are completely satisfied
- Provide effective after-sale service: advise clients on types of equipment and/or accessories that would best suit their needs
- Train customers on the proper use of their equipment
- Address customer complaints and propose sound solutions

Using SalesChoice program:

- Be role model in using SalesChoice on a daily basis, ensuring all data is recorded accurately and entered timely.

- Seek support if required from peers or management to ensure you have the required support to use the system effectively.
- Identify process improvements in SalesChoice as required.
- Coach new employees or peers on effective usage of SalesChoice as you learn how to use the system.
- Review all sales opportunity/funnel activities on sales meetings, individual reviews use the Software on your laptop to answer any questions on accounts (Lead always by Facts).
- Understand consequences for not using SalesChoice as viewed as a cost of non-conformance, risk to the business, and cause for termination.

QUALIFICATIONS & EXPERIENCE

- Post secondary education in Sales and/or Marketing is required
- Three (3) years experience as a Sales Representative in the Telecommunications industry
- Significant knowledge of cellular technologies
- Knowledge of Excel, Word and PowerPoint
- Strong customer service orientation
- Intermediate computer skills
- Strong communication (oral and written)
- Strong presentation skills
- Bilingual (French and English) is an asset (mandatory in Quebec)

TRAVEL REQUIRED

- 70% - 90% of the time