



## Role Description

|  |                              |
|--|------------------------------|
| <b>Job Title:</b> Account Executive                | <b>Department:</b> B2B Sales |
| <b>Reports to:</b> Corporate Sales Manager         | <b>Date:</b> December 2011   |
| <b>Location :</b> Vancouver Area, British Columbia |                              |

### **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