

Role: Account Manager, Channel & Direct Sales

Reports Directly To: VP of Global Sales

Last update: 10/11/2018

ACCOUNT MANAGER, CHANNEL & DIRECT SALES DUTIES and RESPONSIBILITIES

The Account Manager will be responsible for achieving targeted sales goals by means of account development, executed through gaining incremental revenue within existing accounts as well as penetration into new accounts from an Enterprise level. Selling Sunset Learning Institute services within this environment requires strong presentation skills and the ability to engage the customer utilizing a consultative sales approach, along with the ability to establish personal relationships with key decision-makers within the targeted account base.

Success will be highly influenced by the ability to identify all learning initiatives to apply SLI products and services to exceed the client's requirements.

SPECIFIC KEY RESPONSIBILITIES WILL INCLUDE:

- Establishing an SLI presence by developing and prospecting in the account and/or territory.
- Successfully team with the VP of Global Sales to share key win strategies, product requirements, business account plans, etc.
- Participating and arranging customer calls, in-person/virtual meetings, technology partner and channel partner events.
- Maintaining an expanding sales pipeline of net new customers and opportunities to contribute to managed accounts portfolio.
- Effectively utilize CRM system for pipeline development, activity management, opportunity management and forecasting
- Determine customer business drivers and objectives.
- Identify key decision makers and influencers to close the sale.
- Determine budget requirements.
- Develop creative enterprise solutions while leveraging Sunset Learning Institute services.
- Achieve his/her monthly, quarterly, and annual sales goals.
- Participate in weekly, monthly or quarterly Sales Leadership Calls.

DESIRED SKILLS & EXPERIENCE:

- The requirements listed below are representative of the knowledge, skill, and/or ability required.
- Bachelor's degree strongly preferred, or equivalent in education/experience
- At least 1-3 years direct B2B and/or B2G sales experience required
- Experience & knowledge of solution-based selling strongly preferred
- Tenacious in building new business relationships while securing customer loyalty to becoming their trusted advisors
- Adept at exceeding monthly, quarterly and annual sales quotas and driving growth of company revenues
- IT/Business Training Industry and Government IT Cybersecurity, Cloud, Data Analytics selling knowledge/experience preferred
- Successful sales background with proven achievements

CORE COMPETENCIES:

In addition to whether a person has the knowledge and experience required to be successful in the job, one must have specific behaviors to perform the job successfully. The competencies listed below are representative of the behaviors required:

- Positive attitude
- Hunter mentality with excellent account development skills
- Targeted Prospecting
- Goal oriented & self-motivated
- Strong organizational skills
- Appointment Qualification
- Agenda Setting
- Efficient Meeting Preparation
- Handling Objections
- Leading with consultation, driving the meeting and associated timelines
- Understanding the Customer and their buying needs
- Consistent and thorough follow up