

Job Description

Job Title:	National Account Executive	IPP: YELLOW
Job Level:	Senior Account Management	Job Series: SALES
Reports to:	VP of Sales	FLSA Status: Exempt
Department:	Sales	Division: Sales

Job Summary:

This role requires a driven, assertive, and well-organized individual with an aptitude for identifying, acquiring, and then consistently growing medium to large size multi-location National Accounts. The National Account Executive will utilize consultative selling capabilities to fully understand a customer's business needs, and then work with the Inside Edge team to identify and deliver effective and differentiated solutions. This individual will work collaboratively with an account service team and facilitate timely communication, lead strategic account planning, and deliver on strategic account objectives. They will operate with a sense of urgency, negotiate effectively, and create mutually beneficial relationships.

Essential Functions/Accountabilities:

➤ Responsibilities –

- Meets assigned account targets for strategic objectives and year/year growth in account position, revenue, and GP\$.
- Applies strategic sales acumen to open new avenues for growth and alliances, including establishing productive, professional relationships with flooring industry contacts (i.e. manufacturers, retail end-users, C-suite decision makers, distributors, etc.) and key personnel in assigned existing customer accounts.
- Proactively leads joint company-strategic account planning process that develops mutual performance objectives, financial targets, and critical milestones for a one and three-year period.
- Coordinates the involvement of company personnel, including support, service, and labor management resources, in order to meet account performance objectives and customers' expectations.
- Proactively assesses, clarifies, and validates customer needs on a regular basis. Provides customer insights and makes recommendations for how Inside Edge can continually differentiate itself to ensure it is a preferred flooring solutions partner.
- Leads solution development efforts that best address customer needs, while coordinating the involvement of all necessary company / service-team personnel.
- Monitors and evaluates industry, market and competitor activities, and makes recommendations based on these factors to ensure the continued growth of the business.
- Proactively engages Marketing to support prospecting activity at the "high-value" target level and to generate interest in the Inside Edge brand and services.
- Participates in industry events, associations, and trade shows, etc. to identify and generate new prospect leads.

➤ Accountabilities and Performance Measures –

- Effectively manages/updates the customer pipeline and meets assigned objectives for year/year growth in account position, revenue, and GP\$.
- Maintains strategic customer account plans that drive Account performance measures.
- Achieves customer strategic objectives and maintains/exceeds targeted customer satisfaction ratings.
- Prepares regular and timely sales reports/updates regarding activity, account position, opportunities, and other relevant account or market information.
- Follows company practices/policies for processing, invoicing, calculation of sales.

- Demonstrates/creates a favorable and professional brand image of Inside Edge within the Industry.

Key Characteristics / Competencies

- **Ambitious / Personal Effectiveness** - Is driven and operates with a sense of urgency. Demonstrates initiative, self-confidence, resiliency, and a willingness to take responsibility for personal actions. Deals directly and forthrightly with people and problems and effectively manages personal responses and stress. Effectively communicates, builds rapport, and relates well to all constituents.
- **Results Oriented** – Sets aggressive goals and plans to execute effectively. Will go above and beyond to meet objectives and is relentless and motivated to guide team to achieve results.
- **Strategic / Value Driver** – Is a critical thinker, and can think both short-term and longer-term. Can uncover unique value opportunities for the customer, can deliver solutions in a timely manner, and can influence others to capture the full value of products and services.
- **Persuasive/Assertive** – Ability to help others discover reasons to change the way they think or what they believe with regard to your industry, company, products and services. Can foster mutually beneficial relationships, is strong and self-assured, does not avoid confrontation, is comfortable asking for business and is equally effective at closing a deal.
- **Adaptable / Flexibility** – Ability to fit in with diverse people at all levels and to read a situation and quickly adapt. Performs a wide range of tasks, responds to changes in direction and priorities, and accepts new challenges and responsibilities.
- **Fast Learner** – Exhibits a curiosity to know and understand customer needs, new technologies, and products and services; Eager to gain a full grasp of the industry landscape and trends in order to understand and sell value.

Qualifications / Requirements

- A four-year degree in Business, Sales or Marketing is preferred with a minimum of ten year's strategic sales experience, preferably in the construction/flooring industry.
- Proven track record in consistently growing +\$1M strategic national accounts.
- Demonstrated ownership for account planning, plan execution, and consistently meeting customer requirements.
- In-depth understanding of sales performance metrics and demonstrated discipline for meeting established goals.
- Ability to sell and negotiate full value.
- Hands-on experience with CRM software and MS Excel.
- Excellent organizational, time management and prioritization skills.
- Excellent interpersonal, oral and written communication skills- ability to actively listen.
- Computer literacy in Microsoft Word, Excel, PowerPoint Excel, Outlook and Internet Explorer.
- Ability to work in a small company environment that is continually changing and growing.

Physical Demands/Working Conditions/Travel

The position requires a high level of energy, often for focused periods of time in order to achieve business plan and sales revenue results. The job operates in a professional company office or "home office" environment. Travel is needed during the business day depending upon customer needs, trade show season, and new business development opportunities. Some multi-day, overnight travel may be expected in various parts of the USA.