

## JOB DESCRIPTION

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**Title:** Inside Sales Account Executive

**Status:** Non-Exempt – Full Time

**Reports to:** Director of Sales

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### JOB SUMMARY

The Inside Sales Account Executive sells advertising in print and online platforms to achieve monthly revenue goals. The Account Executive develops strategies and tactics to maximize revenue in all assigned markets and demonstrates revenue growth over time on per market basis.

### KEY RESPONSIBILITIES

- Meet or exceed individual sales goal (Range is \$60,000 - \$150,000+ per quarter depending on assignment)
- Close ad sales (new business & renewal) over the phone and through email communications to achieve goals (80 to 100 activities per day)
- Work with the CP account manager to understand unique selling parameters of the university to ensure ad sales meet publication specifications
- Conduct market research and develop leads using online resources, lead databases and other tools to determine top prospects in markets
- Prepare and send information and media kits to current and potential customers
- Document sales activities and achievements in CRM (Salesforce)
- Support CP Ad Coordinator to ensure artwork is received on time for publication as need
- Follow up with customer on payment issues as needed
- Attend sales training/meetings as requested (Boulder or Chapel Hill)
- Provide regular input on sales pipeline and forecast
- Adhere to all company policies, procedures and business ethics codes and ensures that they are communicated and implemented within the team
- Other duties as assigned

### JOB REQUIREMENTS

#### Knowledge:

- Solid understanding of print & digital advertising sales
- Proficiency using a CRM system (Salesforce)
- Understanding of business to business selling, typical sales cycles, and best practices for inside sales (phone & email sales)

#### Skills and Abilities:

- Ability to achieve individual sales goals
- Strong interpersonal skills, ability to communicate effectively and persuasively by way of phone and email
- Must be driven and self motivated, works well independently and with team members

- Excellent verbal & written communication, negotiation and presentation skills
- Multi-task and ability to follow through on a high volume of activities
- Strong work ethic and commitment to product quality and achieving positive outcomes
- Create well written communications for clients
- Positive, upbeat, outgoing, motivating personality

#### Experience:

- Related work experience in a sales role, preferably in media sales
- Experience in customer service position working with clients over the phone and email