



Startup Farms International

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1

## **Job Description: Sales Account Executive**

The Account Executive (AE) is a senior field sales position, assuming a leadership sales role within existing accounts and acquiring new accounts. The AE is responsible for promotion and sales of all enterprise-class products through direct customer contacts and partners within an assigned geographic territory

### **Responsibilities:**

- Identify prospective customers within a defined territory
- Cold-call, prospect, and qualify into target accounts and leads
- Manage sales cycles to closure, including discovery, product demonstration, validation, proposal, negotiation, and contract execution
- Work in conjunction with inside sales representative on territory strategy and execution
- Work with the sales operations and marketing teams to execute sales campaigns and marketing strategies
- Participate in sales activities to identify and close add-on sales opportunities to the existing customer base
- Develop complete knowledge of the organization's products, services, and policies.
- Compile and internalize information on competitive products

### **Qualifications:**

- Sustained and demonstrable record of enterprise software sales and quota/target achievement
- 7-10 years of field sales experience, with a strong track record of building qualified sales pipelines through creating awareness and interest
- Experience in direct and partner/channel sales, strategic selling activities, and working as an integral member within a team selling model
- Familiarity with sales force automation (SFA) and/or customer relationship management (CRM) applications
- Success in selling enterprise solutions to utilities industry (highly desirable)