**Account Executive**

**Job Description**

**Job Purpose:**

The Account Executive’s ultimate objective is to help the company achieve its goals and objectives each year, including new and renewal group, institutional, and agency sales.

**Responsibilities:**

* **Account Management (renewal and upsell business)**
	+ Manage existing group, institutional, and agency customer accounts, including providing the highest quality service
	+ Execute an onboarding program for new group, institutional, and agency customers
	+ Execute an ongoing re-recruiting program for existing customers to promote renewal/retention
	+ Cross-sell and upsell additional services to existing group, institutional, and agency customers
* **Sales (new business)**
	+ Develop new clients based upon specific monthly or quarterly quotas
	+ Assist with cross-selling and upselling new services to current EB Medicine individual customers
	+ Fully exploit viable prospects on existing prospect list and follow up (and close) new leads
	+ Refine personas/market profile on an ongoing basis, and educate EBM colleagues accordingly
* **Marketing Support**
	+ Attend or exhibit at local, regional, and national tradeshows
	+ Work with Marketing Manager to implement key Marketing initiatives
	+ Champion/support “customer voice” and “customer journey” initiatives
	+ Work with the CEO and the Publisher in development of new service line extensions
* **Sales Operations and Customer Service**
	+ Fully utilize our customer/CRM databases, including reporting, tracking, and updating the systems daily
	+ Assist with implementing processes and programs to support our customers
	+ Develop and implement new customer service programs for groups, institutions, and agencies
	+ All other responsibilities as assigned

**Key Performance Indicators:**

* Total renewal, upsell, and new revenue for groups, institutions, and agencies
* Renewal rate of 85%+ for existing group, institutional, and agency accounts
* Increased average group account value and per clinician price
* Successful implementation of renewal and upsell programs for group, institutional, and agency customers
* # of new opportunities added per week, and total # of opportunities
* Positive feedback from customers
* Positive feedback from team members