

JOB DESCRIPTION

Position Title: Account Executive

Department: Sales and Marketing

Reports To: President

General Description:

Establish new business which fits the AMI spectrum of products and services as well as provides a profit that meets management's expectations. This requires actively seeking and pursuing potential new business leads and opportunities. The position demands regular reporting, both oral and written, to management of individual activity and progress towards meeting expectations established by management.

Skill Set Qualifications and Requirements:

- Overall knowledge of company and client goals and mission.
- Thorough understanding of all operational systems, with focus on data processing, fulfillment and production systems.
- Demonstrate good judgment in balancing client requirements with AMI business goals.
- Ability to Identify and qualify new opportunities for business with existing or prospective clients.
- Ability to identify emerging client needs that may present new service opportunities for AMI and quantify what the client would spend for that service.
- Ability to identify current needs and propose solutions to these needs with appropriate pricing and service commitments. Ask for and get the order.
- Comprehensive understanding of USPS regulations and mailing requirements. Familiar with other carriers.
- Must be excellent both written and oral. Must have the ability to effectively present information, respond and follow-up on questions and inquiries from clients, other managers and executive staff. Must have the ability to maintain confidentiality.
- Submit clear, complete and accurate job and project information to Account Managers.
- Ability to establish and maintain goodwill with client(s).
- Visit with client and prospects on a regular basis
- Generate sales leads
- Prepare reports of sales activities and plans weekly.

Confidential, property of AMI

The description and responsibilities listed above represents the most significant duties of this position. It is not intended to be all-inclusive. Duties may be added or deleted at the discretion of management.

Major Responsibilities:

- Develop with Vice President of Sales and Marketing, a comprehensive Marketing Plan that contains but not limited to the following:
 - Identifies business segments (from both existing and new prospect/clients) that fit the products, services and profit goals of AMI.
 - Provides for methods to seek out and connect with the identified segments.
 - Sets achievable corporate and personal goals which have been approved by management.
 - Provides tools and methods to measure progress and record achievements.
- Provide a written weekly progress report to the VP Sales and Marketing
 - Provide report of prior weeks activities
 - Actual new business
 - Prospects established and their potential
 - Discuss successes and failures concentrating on ways to improve and any tools or assistance needed
 - Highlight meaningful contacts made and strategies used.
 - Discuss planned for coming week.
- Actively participate in monthly Sales Forecast Meetings
- Use individual and company leads, make arrangements and sales presentations to prospective customers
- Make cold calls to segments of industry according to marketing plans
- Follow up on leads obtained through customer and associate networks
- Make calls on currently active and inactive customers to determine needs, make appropriate responses and enhance the relationships
- Update Sales Management Systems logging all calls and contacts
 - Customer call report
 - Open quotes status and follow-up information
 - Expense reports to VP Sales and Marketing (monthly)
 - Prepare emails to adequately cover special subjects, challenges, opportunities and insights
- When requested, attend industry conferences and shows to provide public relations and enhance the professional image of AMI
- When requested, exhibit at conferences and trade shows to provide services information to the public and enhance the professional image of AMI
- Conduct to be in a professional manner within the ethics, policies and procedures of AMI
- Dress and groom in a fashion which best represents the image of AMI
- Work within the guidelines provided by VP of Sales and Marketing to generate quotations
 - Use standard list pricing as necessary
 - Periodically, review open quotes and make follow-up calls
 - Submit all major proposals to VP of Sales and Marketing
 - To obtain estimates for quotations
 - To obtain specific price guidelines for a client or prospect
- Work with Customer Service staff to effectively communicate project requirements

Confidential, property of AMI

The description and responsibilities listed above represents the most significant duties of this position. It is not intended to be all-inclusive. Duties may be added or deleted at the discretion of management.

- Work with and act as liaison between the customer and AMI for jobs in process as needed
- Attend all scheduled staff meetings
- Periodically attend daily morning scheduling meeting
- Hold in confidence and protect all trade secrets, customer lists, material costs, pricing, production processes and any other form of confidential information acquired while employed by AMI

Confidential, property of AMI

The description and responsibilities listed above represents the most significant duties of this position. It is not intended to be all-inclusive. Duties may be added or deleted at the discretion of management.