



## **Account Executive**

The successful Account Executive will work with current and potential KEDC customers to identify goals and determine how KEDC can best assist in meeting those goals.

### Responsibilities

- Identify business opportunities and manage client relationships to preserve and expand the client base
- Achieve balance between a customer orientation and a results-driven approach
- Drive sustainable financial growth by finding opportunities and turning them into long-term profitable relationships based on trust and mutual satisfaction

### Duties

- Recognize business opportunities by identifying prospects and gathering market and customer information to gain a clear understanding of clients' needs
- Promote services by establishing contact and developing relationships with prospects
- Recommend solutions to clients by presenting services favorably and in a structured, professional way
- Maintain and develop relationships with clients via face-to-face meetings, emails, and phone calls to provide support, information, and guidance
- Provide professional after-sales support to enhance client retention
- Identify service improvements or new services by remaining current on industry trends, market activities, and competitors
- Prepare frequent reviews and reports by collecting, analyzing, and summarizing sales data to meet or exceed sales targets
- Maintain professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; benchmarking state-of-the-art practices; participating in professional societies
- Contribute to team effort by attending team meetings, sharing best practices with colleagues, and collaborating to achieve desired outcomes
- Actively seek out new sales opportunities through cold calling, networking, and social media
- Represent the organization at trade exhibitions, events, demonstrations, and conferences
- Coordinate with suppliers to check the progress of existing orders
- Provide input to staff planning and crafting bid solicitations, scope of work documents, and memoranda of agreement based on customer input
- Willingness to travel regularly (weekly) overnight and work non-standard hours required
- Other duties as assigned

KEDC is an Equal Opportunity Employer

[www.kedc.org](http://www.kedc.org)

904 Rose Road · Ashland, KY 41102

### Skills and Qualifications

- Proven experience as an Account Executive, or similar sales/customer service roles
- Knowledge of market research, sales, and negotiating principles
- Excellent communication/presentation skills and ability to build relationships
- Creative, enthusiastic, and passionate motivation for sales
- Proven prospecting skills
- A business acumen
- Organizational and time-management skills
- Attention to detail, emphasizing excellence
- A positive, confident, and determined approach
- Resilience and the ability to cope with rejection
- A high degree of self-motivation and ambition
- The skills to work both independently and as part of a team
- Thorough understanding of marketing and negotiating techniques
- Outstanding knowledge of MS Office
- Proficiency in English
- Fast learner

### Education and Experience

- College degree preferred
- Experience in sales, marketing, or related field preferred

### Compensation

- Commensurate with experience

Email cover letter and resume to [jobs@kedc.org](mailto:jobs@kedc.org)

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