

# ACCOUNT REPRESENTATIVE JOB DESCRIPTION

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## Title

Account Representative

## Reports To

Ownership

## Summary

An Account Representative is responsible for both inside and outside sales, as well as customer care and relationship building. This position is responsible for marketing tasks such as creating and maintaining presentation materials and gathering information on potential customers and opportunities in addition to communications with current clients and potential clients who have expressed an interest in one or more of our services. There is also an administrative function to update and maintain the CRM system and customer records. This company is relatively new in the market, and there are opportunities within this position to grow with the company and to develop marketing and sales skills.

## Job Duties

### Customer Care and Revenue Growth

- Generating New/Repeat Business - Generation of new document destruction business within a defined territory by researching, contacting, qualifying and preparing and presenting to prospects
  - Generating Self-Sourced Sales;
    - Sourcing of leads through multiple vehicles such as;
      - a. Specific industry targets (i.e. Pharmacy, legal), industry directories, newspapers, tenders, trade associations, referrals
      - b. Networking existing customer contacts that move to another company
      - c. Tele-prospecting to secure appointments
      - d. Cold calling to secure leads in targeted locations
      - e. Keep in communication with potential customers with 'Thank you' follow up notes to past visits
    - Closing inbound Referrals Sales from corporate or local website.
      - a. Respond to request quotes online and phone calls
      - b. Close on phone or provide quote
      - c. Routine follow-up until no longer necessary
- Maintain Existing Sales;
  - Maintenance of contacts and business agreements with assigned current customers
  - Conduct formal annual review meetings with major accounts
  - Ride with CSP's on orientation and on a periodic basis to help stay in touch with the market needs and changes. Transfer selling skills to each operator. Practice skills while on route

- Marketing
  - Regularly attend networking events (i.e. Social and legal associations)
  - Attend client entertainment events
  - Maintain up to date knowledge on document security and industry trends
  - Development of customer presentations including the benefits of PROSHRED® services
  - Preparation of bids and contracts at set target (i.e. \$100/m reoccurring /m)
  - Assist in the set up and manning of trade show booths and other events as required
  - Periodic review of customer volumes and pricing and company margins
  - Identify opportunities consistent with the strategic marketing plan in industry verticals and geographic zones

#### Administration & Compliance

- Personal Development;
  - Solve customer problems
  - Maintenance of personal objectives, results to objectives and reports on status weekly
  - Participate in weekly meetings and other updates
- System Updates;
  - Update CRM system with customer notes from each call.
  - Maintenance of customer records and contacts in a CRM
  - Weekly activity reporting (Targets to actual, Pipeline)

#### Requirements

- College Diploma or a combination of relevant courses and/or experience in related fields
- Previous sales training or experience is beneficial though not necessary
- Driver's license with safe driving record
- Computer literacy in CRM and Microsoft Excel, Outlook and ability to learn proprietary software quickly
- Interest in career development
- Ability to work in a small office environment
- Positive attitude and good communication skills

#### Benefits

- Competitive salary/commission structure for this industry
- Company automobile
- Access to gym/country club
- Additional benefits depending upon experience and results