

## **KPA and HotlinkHR Inside Account Executive Job Description**

**Job Title:** Inside Account Executive

**Reports To:** Director of Sales

### **Job Summary:**

Reporting to the Director of Sales, the Inside Account Executive is a business solutions consultant responsible for sales of KPA and HotlinkHR services. Duties include prospecting and follow-up on leads in an effort to establish client relationships in order to meet monthly sales quotas. The Inside Account Executive is expected to deliver and apply the KPA Value Proposition via phone and webinar to various prospect needs as a means to achieving sales quota. This position will be based in Lafayette, CO.

### **Essential Functions:**

The essential functions include, but are not limited to:

- Coordinate and work with internal partners in an effort to uncover opportunities that will meet the operational and purchasing needs of each client.
- Conduct prospecting activities to build a sales funnel/pipeline that consistently produces results to meet assigned sales quotas.
- Maintain all account, contact, opportunity and activity records in Salesforce.com on a daily basis.
- Utilize a consultative approach over the phone to deliver the appropriate KPA/HotlinkHR Value Proposition to prospects reviewing how KPA/HotlinkHR can add value and help with each prospect's EH&S and/or HR needs.
- Coordinate and lead activities and communication between each prospect and KPA/HotlinkHR personnel to achieve appropriate business solutions responsive to prospect needs.
- Adheres to all Company policies and sales processes including a consultative sales approach.
- Performs other duties, and fulfills other responsibilities, as assigned.

### **Business Relationships:**

- Reports to the Director of Sales.
- Works cross-functionally with Operations and Marketing teams on a regular basis.
- Maintains relationships with other Account Executives and other KPA personnel.

### **Job Qualifications:**

- Bachelor's degree or equivalent.
- Successful Inside Sales experience selling a software product or service preferably to the automotive or transportation industry.
- Excellent, industry-best phone skills and webinar utilization skills including cold calling and follow up.
- Communication skills: Effective verbal and written communication skills. Able to consistently up-sell. Understands and uses basic consultative selling techniques: open, probe, presentation and overcoming objections.
- Strong leadership, negotiation and problem-solving skills.
- Strong computer skills including familiarity with word processing, spreadsheets and CRM systems.
- Understands buying decisions, buying processes and cash flow dynamics of small to medium-size accounts. Must be able to weigh opportunities and future growth potential of the respective accounts.
- Personal attributes must include assertiveness, high energy level, and resiliency. Ability to consistently "close" a sale.