

Account Executive Job Description



Area: Sales

FLSA Status: Non-Exempt

Reports to: Sales Manager

Supervisory Responsibility: None

Date of Job Description Revision: June 18, 2020

Primary Role:

Create and foster relationships with customers and prospects by telephone, voice mail, and written correspondence (including letters, e-mail, fax and website), remaining in continual contact with these customers and prospects to solicit spot buy opportunities for immediate and near-immediate shipment. Light travel is involved (~10%).

Responsibilities:

- Model the Pacesetter Way in daily job activities.
- Support and maintain the policies, procedures, and quality process of Pacesetter Steel Service, Inc.
- Collect and analyze data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting product demand.
- Conduct research on consumer opinions and marketing strategies, using internal and external resources/technology.
- Identification of possible unsold industries that use Pacesetter products and fit the Pacesetter value proposition.
- Introduce new technology, sales techniques and best practices to the Pacesetter sales team.
- Devise and evaluate methods and procedures for collecting data.
- Develop marketing plan and penetration strategy for sales territory designated.
- Complete daily call lists, and compile market information and contents of call into Salesforce database.
- Compose professional letters, and utilize electronic methods of communication to increase contact opportunity with customer.
- Continually practice and perfect leaving effective voice messages.
- Provide price quotations timely, asking for the order or for last look.
- Honor pricing directions as stated by management.
- Provide lost order information to management either daily or weekly as directed.
- Identify new target customers in strategic markets for immediate contact by way of researching the Internet, reading trade periodicals, and through market and customer contacts.
- Respond to market conditions and maximize tonnage shipped and profit generated by either extending price, retracing price, or changing price as needed.
- Determine credit-worthiness of any account being targeted.
- Work collaboratively with the Credit Manager to monitor DSO and assist in timely resolution of any deductions taken.
- Obtain accurate customer information and assist Inside Sales in maintaining correct data in Steelman.
- Maximize profitability of account assignments by monitoring maximum skid weights, packaging costs, and shipping full truckload shipments or charging customer accordingly.
- Assist in launching other commodity Stock and Hold Programs as directed by management.
- Maintain, monitor, and grown favorable relationships with customers on master orders.

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- Provide accurate data and insight to CER/CIA's for accurate projections and forecasting.
- Provide feedback, guidance, and sales agility to resolve under/over commitments by the customer and their agreed contract.
- Collaborate with Direct Selling team members to understand and respond to current market conditions.
- Collaborate with Supply Chain and Inventory Management to understand customer product demands, monitor stock levels, inventory turns, and appropriate product mix.

Skills/Education Required:

- Superior communication skills, both verbal and written.
- Superior analytical thinking ability
- Strong customer service orientation with a courteous, professional and energetic attitude
- Strong organizational skills and the ability to multitask
- Comfortable, enthusiastic, and skillful with telephonic sales
- Ability to foster telephonic relationships with many types of people
- Ability to remain self-motivated in spite of rejections by phone
- Ability to prepare price quotations quickly and accurately
- Basic math skills involving making calculations of amounts, sizes, weights, or other measurements

I understand and agree to perform the responsibilities listed above:

Associate Signature

Date