



Profile of Excellence

Practice Area **Relationship Builder**

Builds Intentional Relationships

Excellence in Action

- 1. Develop and nurture relationships at agency/advertiser through a mapped network of key contacts, decision makers and influencers that build trust, and gain early insight into competition and drive business opportunities.
- 2. Develop and leverage a deep understanding of the customers, their products, and their business model/strategy to build relationships and win more business.
- 3. Drive pre-sales activities in collaboration with your AE Advertiser/Agency and ensure constant communication with agency to keep them informed and to build a long-term relationship.
- 4. Conduct proactive meetings with the agency/advertiser to improve business understanding and develop relationships.
- 5. Influence the customer's planning cycle, as early as possible, by being present and available in the agency/advertiser during their planning rhythm (where applicable).
- 6. Communicate a customized Microsoft story to the agency/advertiser that maps to the customer's business imperatives.
- 7. Leveraging best practices, case studies and industry expertise in collaboration with BG & Trade Marketing to influence incremental revenue and share of wallet.
- 8. Drive meaningful conversations with agency/advertiser to gather feedback from customer regarding win/loss and overall engagement to drive deeper
- 9. Participate in appropriate global community agency monthly meetings, facilitated by the Global Agency Directors (GAD's), to stay informed, share and scale best practices, as well as provide feedback on how to make these forums more useful to your business (where applicable).

Solution Innovator

Build Innovative Solution Proposals

Excellence in Action

- 1. Identify new, up-front, or cross-sell opportunities within existing accounts that increase account activity, revenue share and repeat bookings.
- 2. Partner with product specialist to gain an intermediate level of product knowledge and solutions opportunities then leverage this knowledge to explain the benefits of how solutions add value to the customer and fit within the overall Microsoft story.
- 3. Work with account team, specialist team, analytics/trade marketing team to develop compelling data-driven creative proposals with rich, powerful ad experiences that amplify and scale.
- 4. Educate agency/advertisers on how Microsoft platform/products help them to reach their business goals and new markets/targets.
- 5. Compile and present proposal to agency and/or advertiser that best meets customer's campaign goals and differentiates Microsoft value proposition against the competition.
- 6. Follow up on submitted proposals, make needed modifications and seek to understand their agency/advertiser needs for current or future deals.

Smart Collaborator

Collaborative & High-Performing Team

Excellence in Action

- 1. Develop and grow a mutually beneficial working relationship, including a clear division of roles and responsibilities, with your AM, SSE, DOM/TOM and Agency/Advertiser AE, partners (where applicable).
- 2. Develop and ensure a cohesive team unit to gain customer insights and grow revenue from existing and prospective customers, working hand-in-hand with AE Advertiser/Agency, Product Specialists, AdSol, MAS, Maxus, research, marketing, and Incubation Services teams (where applicable).
- 3. Regularly meet with account team prior to important customer interactions to review prepared content, set expectations on anticipated outcomes, and balance work load to ensure revenue and customer satisfaction outcomes.
- 4. Stay informed on how campaigns are running (issues/successes) and campaign performance (under-delivery, over-delivery, mistakes, lessons learned, etc.) through shared communications and support with AM.





- 5. Collaborate across the account team to identify advertiser/agency opportunities, influence media plans and strategies to close deals.
- 6. Build and maintain a network of key Microsoft internal contacts (both A&O peers and One Microsoft contacts) to secure strong cross-group collaboration that allows Microsoft to quickly respond to customer requests or escalations.
- 7. Coach the account team on the effective steps to ensure customer needs are met throughout the sales process and ensure excellence service and follow through on committed actions.

Practice Area

Strategic Planner

Builds Winning Customer Plans

Excellence in Action

- 1. Drive synergy and cross-segment collaboration among full account team and other groups within Microsoft (Sales Excellence, EPG, DPE, SMS&P, etc.) for key customers to communicate AdSat objectives, help identify key areas of opportunity for new and existing business in assigned accounts, and provide insights into customer/territory reviews.
- 2. Work with Monetization/product teams to look at risk as well as general rhythm of the business for up-fronts deals for your book of the business and include in customer plans
- 3. Incorporate the global strategic plan and account-level AdSat action plans into your local customer plan.
- 4. Formulate a sales strategy and vision for each customer engaging with internal research teams (MAS) for account history, trend data and competitive analysis in support of customer planning process.
- 5. Conduct regular reviews with Sales Leadership/Management to provide current status of the customer plan, and receive coaching on how to improve the plan, as necessary, for the future.
- 6. Lead consistent agency conversations for Tier 1-2 agencies and strategic advertisers and ensure the substance of these conversations are included as part of a comprehensive up-to-date customer plan.

Practice Area

Disciplined Operator

Impact of Practice Area
Pipeline Optimization

Excellence in Action

- 1. Conduct formal, regularly scheduled pipeline management meetings to collaborate with account team on opportunities, ensure integrity in reporting and close down false signals to guarantee a "win" at the end of the sales cycle.
- 2. Meet with Sales Manager to discuss feedback from advertisers/customer and the actions required to update the pipe in advance of pipeline review meetings.
- 3. Manage the pipeline by putting actions plans in place that close revenue gaps and shortfalls using data that shows a full view of the business.
- 4. Enter and track all current and anticipated opportunities into CRM (and weight appropriately) and hold team members accountable for entering their opportunities into CRM (where applicable).
- 5. Hold conversations with agency/advertisers on their limitations, needs and spend with Microsoft, and inform colleagues within pipeline (sales force, internal partners, specialists, etc.) on feedback for same opportunities (where applicable).
- 6. Find ways to develop annuity revenue (regular, repeat business in line with expectations) in order to smooth out abnormalities within the pipeline.

A&O Account Executive
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