# 90-Day Strategic Plan: Account Executive, Commercial – Solink

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Date: June 2025

## 🗓️ First 30 Days: Learn & Strategize

- Deep dive into Solink’s platform, competitive landscape, customer profiles, and case studies.  
- Shadow product demos and AE calls to learn pitch structure and objections.  
- Map out commercial verticals (retail, hospitality, restaurants) and build a territory account list.  
- Segment prospects using buyer personas and develop cold outreach scripts.  
- Identify key CRM processes, sales metrics, and feedback loops within the team.  
- Build demo flow tailored to each vertical’s operational pain points.

## 🗓️ Days 31–60: Build Pipeline & Book Meetings

- Launch personalized outbound campaigns via email, phone, and LinkedIn.  
- Leverage past Ricci network for retail-adjacent prospecting insights.  
- Book 10–15 qualified meetings with key decision-makers.  
- Collaborate with Marketing and Customer Success for relevant materials.  
- Track and document patterns of objections and successful pitch angles.  
- Present mock demos to Sales Manager for coaching and refinement.

## 🗓️ Days 61–90: Close & Expand

- Convert pipeline into deals; aim for 3–5 initial closes by end of day 90.  
- Begin relationship-building cadence with new clients to uncover upsell paths.  
- Share feedback with Product on needs uncovered during demos.  
- Refine outreach strategy using actual deal data and client feedback.  
- Partner with CS team for strong onboarding experience and account expansion.

## 🧠 Value Proposition as an AE at Solink

With a founder’s mindset and 5+ years of cross-functional sales experience, I bring hustle, precision, and an authentic approach to driving value for clients. I don’t wait for leads—I build them. I don’t sell products—I align solutions with business outcomes. And I believe in Solink’s potential to reshape how companies use video to drive intelligence.