



## Account Executive

### WHO WE ARE

Based in Winnipeg, MB, Amplify Business Solutions has been working with businesses of all sizes to amplify their sales, margins and satisfaction through the use of customized CRM and business intelligence solutions since 2018. We partner with organizations to simplify the process of setting up and maximizing the potential of Dynamics 365 and Power BI – we build highly customized systems and analytics that help our clients make better business decisions.

### THE ROLE

Reporting to the President, the Account Executive is a smart, hungry sales person who reaches out to small to medium business owners and sales managers to uncover their needs in the areas of CRM and business analytics solutions and convey to them the functional benefits of using Amplify's family of solutions.

Our Account Executive will spend most of their time researching, prospecting and talking to prospective clients as well as finding other unique ways to grow Amplify's customer base. Once they've qualified a prospect, they will book a discovery meeting to present Amplify's suite of solutions. The primary focus of the role is new business development but will also include managing existing customer relationships.

### RESPONSIBILITIES & ACCOUNTABILITIES

- Develop sources of sales leads and actively prospect for new sales opportunities.
- Conduct various prospecting activities, including telemarketing, cold calling, lead referrals, etc. in sufficient volume to ensure that meeting and sales targets are met.
- Update and maintain accurate forecasts and activity reporting.
- Engaged and proactive approach in utilizing internal CRM.
- Establish effective business relationships with key decision makers for both prospective and existing customers.
- Understand current and prospective customers current and future business inside and out, including their needs and goals.
- Prepare sales proposals and conduct sales presentations for existing and prospective customers.
- Complete the necessary documents for the efficient processing of customer orders.
- Attend regular sales meeting and performance review sessions.
- Support the Amplify operations team when necessary to ensure customer satisfaction.
- Assistance liaising with Amplify's marketing team in the development of effective marketing materials, advertising etc.

## EDUCATION & EXPERIENCE

- University or college degree preferred.
- Experience in a business-to-business sales environment.
- Relevant sales experience in the IT space.
- Familiar with selling products and services with a sales cycle of 2 to 8 weeks.

## KEY COMPETENCIES & PERSONALITY TRAITS

- Energetic and self-motivated “hunter” with a passion for new business sales.
- Knowledge of CRM and business analytics software a strong asset.
- A self-starter who is positive and proactive with a proven ability to prospect and cultivate strong relationships with key decision makers and influencers.
- A “closer” with a proven track record of success in sales and in consistently meeting or exceeding sales quotas.
- Effective phone interaction and cold-calling skills.
- Familiarity with solution selling and creating value for business customers.
- A solid understanding of how to manage a sales funnel.
- Ability to communicate and present confidently to any level of decision maker in any size and type of organization.