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JOB DESCRIPTION

Date Posted: April 29, 2019
Company: Alive Publishing Group Inc.
Position: Advertising Account Executive
Department: Inside Sales
Reporting to: Director of Sales
Status: Permanent/Full time

General Description

For more than 40 years, Alive Publishing Group (APG) has been the go-to source for all things natural health and wellness. Today we have a suite of more than 15 different consumer- and industry-facing digital and print products.

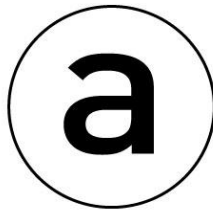
The role of the **Advertising Account Executive** is to proactively prospect, qualify and develop new and existing advertising accounts. The expectation will be to grow new business. As an Account Executive you must be comfortable working in an inside sales office environment, proactively fill and manage sales pipeline, work to strict publication deadlines and demonstrate a successful sales closing ratio.

Summary of Essential Job Functions:

- Prospect, qualify and develop new and existing advertising accounts
- Perform cold calls daily
- Pitch new business
- Build, manage and expand strategic relationships with clients
- Assist advertisers with product promotion
- Educate advertisers on new and existing products
- Create and update sales proposals
- Participate in weekly sales meetings
- Collaborate with other departments on sales and marketing activities
- Meet sales goals and objectives
- Be present at trade and consumer shows – travel as required
- Identify market growth opportunities
- Develop, deliver and present marketing options for existing and prospective customers
- Review publications and provide feedback on competitive activity
- Provide daily and weekly CRM reporting
- Perform and assume related duties as assigned

Required Skills:

- 2+ years in an inside sales environment
- Dynamic, self-motivated & sales focused individual
- Flexibility to work out of hours when required in order to meet publication deadlines
- Confident presentation style
- Proven track record in prospecting leads and developing pitches and proposals
- Able to approach sales in a consultative manner by creating solutions for the customer
- Strategic thinking with excellent negotiation and problem-solving skills
- Possess a superior level of communication skills to effectively communicate with customers, clients, and colleagues



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- Responsive and dedicated to providing excellent customer service
- Must possess a valid driver's license and passport
- Proficient user of Salesforce, Microsoft Office Word, Excel, PowerPoint, Outlook
- Ability to work independently and manage time and territory effectively

What's in it for you?

- Work for *the* trendsetter in natural health
- Competitive salary + uncapped commission
- Extended health & dental benefits
- Onsite gym
- Employee recognition program
- A swanky Christmas party
- The list goes on and on and on!