

# Account Executive

If interested in this position, please mail your resume to:

The AVS Group  
Attn: Human Resources  
3120 South Avenue  
La Crosse, WI 54601

Or e-mail your resume to [hr@avsgroup.com](mailto:hr@avsgroup.com).

**Posted:** October 2011

**Type**—New Position

If you are a career-oriented sales professional looking for a challenging position with a medium-sized business, we have an opportunity that may be right for you. If you have confidence, persistence, vision, and dedication, we can offer you a fun, fast-paced work environment that is second to none.

## **Business Development Position**

We are looking for a professional to join our sales team. Candidates should possess between two and five years of sales experience, preferably within a marketing, advertising agency, or media-related environment. This position will require the ability to sell AVS effectively to large manufacturing, industrial, and corporate clients.

The primary aspect of this position is to develop and maintain new quality, long-term client relationships. Responsibilities include generating a large quantity of new business leads and prospects according to a pre-defined set of client criteria. In addition, candidates must possess the ability to apply exceptional account planning skills as they service the accounts they cultivate. The successful candidate will possess a proven track record in both areas.

## **Key Responsibilities**

The business development executive generates research, works on solution-based strategies with prospects, and uncovers client needs that can be fulfilled by AVS Group services. This person develops and maintains the prospect database, makes and keeps appointments, makes cold calls with leads and prospects, maintains and follows up on targeted marketing efforts with prospects, looks for new leads, creates prospect profiles, and stays up-to-date on correspondence relating to all prospect contacts.

Specific responsibilities and skill sets include:

- Practice effective sales efforts resulting in a steady increase of profitable, long-term new business and growth in previously inactive account business – foster and cultivate marketing partner relationships.
- Attain individual sales and performance goals contributing towards the company's total revenue goal.
- Perform client and industry-specific research as part of the prospect needs analysis process - in conjunction with the AVS general manager, research and construct reports on selected prospects/industries/products for use as “intelligent marketing tools” in sales efforts with decision-makers and influencers within qualified client organizations.
- Uncover opportunities by developing and preparing creative solutions for clients and prospects; prepare solutions-based proposals and presentations.
- Learn and effectively sell each AVS service.
- Coordinate projects/jobs for smooth, efficient implementation of new business effort.
- Serve as a liaison between clients and production teams to ensure projects meet their objectives; represent AVS in the community through business/civic organizations and build contacts with industry trade publications and organizations to further enhance lead generation.

### **Key Skill Set**

- Strategic thinker
- Track record of closing complex sales and interacting with high-level clients
- High self-esteem, self-motivated, and disciplined
- Excellent presentation skills to technical and non-technical clients
- Excellent verbal and written communication skills
- Active listening - seeking to understand the clients' needs and then align with services/solutions that AVS can deliver – instill confidence in our ability as a well-qualified, marketing business partner
- Well-organized
- Professional demeanor
- Sincere interest in learning a client's business
- Team player
- Fluent with Microsoft Office

### **Compensation Plan**

AVS offers a very competitive salary, bonus/commission program, and benefits package. In addition, we offer a 401K plan, group health plan, life insurance, long-term disability, Paid Time Off plan (PTO), and flexible work hours.

### **AVS Group Background**

The AVS Group, founded in 1989, is an integrated marketing & communications company. Our focus is to help clients communicate and share information more efficiently and market their products and services more effectively. AVS employs a team

of 12 multimedia professionals with experts who specialize in instructional design, interactive programming, video production, Web services, graphic design, presentation and live event support, strategic marketing, and brand identity.

The majority of our clients are located within the tri-state region, though our production teams travel nationally and internationally when projects dictate. Our diverse client base ranges from manufacturing/industrial, educational and financial institutions, large corporations, to non-profit organizations.