

Account Manager

Strategy Institute, North America's strategic business-information source, is seeking a highly-motivated, passionate, energetic, and focussed individual to build on existing business for its conferences. You have the ability to engage your clients through strategic touch points throughout the sales cycle.

The conferences you will sell on will have a maximum impact on attendees, sponsors, and industries. This is your opportunity to be a part of this fascinating and rewarding process.

Your Opportunity

We are looking for people with 2+ years of inside sales experience with exceptional communication skills and an ability to build credibility with C-level executives.

What matters to us is that you derive personal satisfaction from building relationships, closing sales, and maximizing revenue. Having conversations with senior executives, understanding their needs, and offering up a solution excites you.

If this sounds like you, here is what you will be doing.

Key Responsibilities:

- Retain and rebook existing clients to maximize revenue
- Extensively mine account database and sell laterally within organizations finding new business
- Use existing resources and customer database to grow events by 20% year over year by upselling and group deals
- Nurture and convert "inbound" new business leads to generate revenue and create future accounts
- Use a consultative sales approach
- Establish relationships with prospective delegates
- Build rapport with clients by understanding their needs and those of the industry in which they operate
- Analyze trends and provide solutions

Resources Accessible to You:

- All past accounts for events assigned to you – some events have been running for over 10 years
- Inbound leads generated through marketing activity
- Opportunity to attend your events and build a rapport with your accounts
- First class CRM to manage your appointments and leads

- Team meetings and training

An Engaging Workplace

You will work in a prime downtown location in one of North America's best loft-space buildings. You will enjoy a diverse work environment, a positive corporate culture, a casual dress policy, in a setting that encourages teamwork and open communication.

You will be surrounded by interesting, fun, and talented people, working within a culture that recognizes success. You will be supported by management, and benefit from training.

This is Your Opportunity to:

- Build a long term career by retaining and growing an existing book of business
- Earn recurring commission year on year through selling to all past attendees
- Work with a team that is driven
- Network with senior business executives
- Be part of a dynamic company culture

Compensation Package

Includes base salary, uncapped commission, and benefits plan.

Qualifications and Skills:

- 2 to 10 years of inside sales experience
- Aptitude for telephone sales
- Demonstrated success in meeting sales targets
- Highly ambitious, team-oriented, and business-results focused
- Must possess an unbending desire to drive sales through consistent dialling and pipeline management
- Excellent communication skills including active-listening, demonstrating empathy, and asking probing questions
- Ability to build relationship with the existing customer database
- Strong inter-departmental collaboration skills where challenges and achievements are met and addressed in a timely manner
- Proficiency with Microsoft office (Outlook, Word, Excel)
 - Salesforce proficiency a plus
- Post-secondary education preferred but not required

About Strategy Institute

A vital knowledge source for the corporate world and government, the Strategy Institute is an independent Canadian, research-based organization that monitors and communicates changes and trends in business and business strategy. The objective of the Institute is to provide decision-makers with strategic business information and executive education to enhance their business judgment.

Our knowledgeable conference producers are one of the Institute's most important assets, utilizing the Institute's extensive resources to identify critical issues and arrange for expert speakers drawn from major Canadian and American institutions. The results are well-researched programs that present business solutions of measurable value to business professionals, highlighting practical, real-life examples, and solutions.

Your next step...

For a rewarding career with attentive training, a chance to make valuable contacts, and the possibility of being exposed to many levels of the business world and the public sector, please forward your cover letter and resume to: hr@strategyinstitute.com

In your cover letter, please indicate the position you are applying for, and where you saw this advertisement.

We thank all applicants for their interest. However, only those considered for an interview will be contacted.

Please attach a resume when applying from LinkedIn