



# Sales Account Executive

Exempt Position, Reports to Global Sales Director

## Make A Difference Every Day

There are jobs—and then there are careers. The chance to do something meaningful. To challenge yourself. To be part of one of the fastest growing industries on the planet. All while surrounded by smart, motivated people on the forefront of the next industrial revolution.

If you're a high-energy, positive person that thrives with high-performing cross-functional teams serving B2B customers, come join us and never be bored again.

B9Creations is passionate about improving our customers' lives with technology. The 3D printing/additive manufacturing solutions we provide help our customers better serve their customers, creating opportunities for growth around the world.

From giving companies a competitive edge in a global market to preserving jobs by keeping production local, our team is making a difference every day.

## The Opportunity

We are looking for an entrepreneurial Account Executive with proven experience and passion for matching customers with technology solutions. At B9Creations, our team lives by 3 values: win-win business, leave no customer behind, and being the enemy of "it can't be done". Integrity is not optional.

We're looking for multiple people to join our sales organization with a high level of business acumen and a passion for helping our customers grow their businesses while helping build ours.

We are opening multiple new vertical and geographic markets and need tenacious, fast learners who can help develop successful sales strategies for new markets and then help build processes and best practices to scale their success.

Our ideal team member will:

- Have some knowledge about the technology industry and/or a deep desire and capability to learn
- Create strong relationships with key client stakeholders at senior, mid-management, and technical levels
- Understand the competitive landscape and market trends
- Understand and effectively communicate the company's value prop, tech, process and current partnerships
- Competent with Microsoft Office Suite and CRM tools
- Desire to own projects and exceed expectations, with ability to find solutions and deliver results within a rapidly changing, entrepreneurial, technology-driven culture
- Ability to identify and solve client issues strategically
- Excellent interpersonal skills, with the ability to communicate effectively with management and cross-functional teams, for both technical and non-technical audiences
- Work with the Sales, Account Management and Operations, teams to implement targeted sales strategy
- Generate and maintain accurate Account and Opportunity plans
- Work with internal teams on behalf of clients to ensure the highest level of customer service
- Work collaboratively and foster a culture of continuous improvement
- Educate yourself, current customers and prospects on the applications of 3D printing/additive manufacturing in current and targeted industries
- Speaking at conferences and events about the company's products and services.

## Essential Competencies

1. Professional Sales Approach

Prioritizes high value actions and manages time effectively; Handling different sales scenarios & customer personas; setting agenda; following sales process; ability to communicate effectively via phone, email, ppt, etc with financial, technical, and executive customer personas; CRM proficiency; coachability; adopting best practices; serving as a sales role model to others; thought-leading customers

2. Closing Ability

- Winning sales high quality sales opportunities; closing late stage deals; building rapport quickly; developing reasons for prospects to act; overcoming late stage deal obstacles; winning confidence and support of late stage new entrants to the sales opportunity; experiencing minimal late stage delay
3. Objection Handling  
Anticipates and deals with common objections. Quickly assesses level of objection risk; achieving success in sales opportunities when obstacles are presented from customers due to competition, price, or unforeseen external challenges; following proper objection handling tactics; advancing sales campaigns by handling objections
  4. Negotiating  
Demonstrating use of give-get framework; guiding customers in viewing business case and TCO; developing solutions that leave all parties with a sense of deal satisfaction; building trust through multiple communication methods; dealing with and managing negotiations independently
  5. Expert Knowledge  
Understands product portfolio & value proposition in depth, both technically and financially; understands vertical market and how products fit within prospect's business; knows different personas within vertical market and typical business needs/desires of each; knows competitive market and how to position against / exploit.
  6. Independence  
Working in alignment with business goals; taking initiative; contributing ideas and suggestions to assist organizational efforts; developing plans of action; setting individual goals and priorities; producing sales results
  7. Persuasion  
Using language and other communication skills to influence business partners and customers to do what the individual wants them to do; convincing peers of the merits of their point of view; managing up; utilizing give-get frameworks; presenting company value proposition and solution business cases
  8. Assertiveness  
Showing initiative; exploiting openings in sales opportunities; asking difficult questions; getting sales rep agenda items to be adopted as customer priorities; sharing strong opinions with peers and managers
  9. Passion  
Exhibiting passionate intensity in work life; describing job, role, work and company to others; translating to customers an infectious enthusiasm for the solution/product; leaving impression in language, tone and behavior; presenting



professional content in a zealous and passionate way; exhibiting high spirits in situations where others are downcast or negative

10. Tenacity

Sticking to a plan; not being distracted by noise and friction; establishing reputation for being tenaciously positive; thinking creatively to avoid obstacles; overcoming adversity; managing goals relentlessly

## Additional Job Functions

- Maintain stable performance under pressure or opposition (such as time pressure or job ambiguity); handling stress in a manner that is acceptable to others and to the organization.
- Actively appreciate and include the diverse capabilities, insights, and ideas of others and working effectively and respectfully with individuals of diverse backgrounds, styles, abilities, and motivations.
- Set high standards of performance for self; assuming responsibility and accountability for successfully completing assignments or tasks; self-imposing standards of excellence rather than having standards imposed.

## Knowledge and Skill Requirements

### Required Education & Experience

Minimum of an Associates degree in a sales, technical, or business discipline or equivalent experience.

A minimum of two years in a sales role.

## Working Conditions & Ergonomic Requirements

- Working conditions are normal for an office environment and work will require occasional weekend and/or evening work and travel with some international travel