



Job Title:	Account Executive	Job Code:	3150
Department:	Corporate and Continuing Education	Grade:	K
Date:	December, 2003	FLSA:	Exempt

The incumbent in this job is expected to assist the College in achieving its vision and mission. Customer focus, college service, and a willingness to assist as needed are expectations for all employees.

General Function:

Responsible for achieving targeted growth through the acquisition and account management of clients. Coordinate a customized and consistently high quality product for contract clients. Identify and create new opportunities for continuous revenue growth to meet established targets.

Characteristic, Duties and Responsibilities:

1. Build long term client relationships in order to develop and present sales proposals to prospective and repeat clients and to close sales.
2. Serve as a primary contact with clients in terms of account management and customer service and coordinate with the Program Assistant or Coordinator to set up courses and provide follow up to clients.
3. Arrange for trainers and or program developers to meet clients' needs (in collaboration with the Program Managers).
4. Develop a complete understanding of assigned CPCC course products in order to offer customized products for the client.
5. Participate in establishing sales goals with the Sales Director.
6. Collaborate with program managers (Directors) to develop enhanced or new products desired by the industry/market.
7. Utilize and maintain sales customer and prospect lists application databases.
8. Attend ongoing internal and external sales and product training sessions to assure proficiency (as determined by the Sales Director).
9. Work with the CCE marketing team to utilize effective sales materials in presentations and proposals.
10. Perform other duties as assigned by the Director of Business and Industry Sales.

The intent of this job description is to provide a representative summary of the essential functions that will be required of positions given this title and should not be construed as a declaration of specific duties and responsibilities of any particular position. Employees will be assigned specific job-related duties through their hiring departments. Specific job-related duties assigned by hiring departments shall be consistent with the representative essential functions listed above and shall not be construed as expanding a particular position's role, scope, FLSA status, or grade.



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Reporting Relationships:

Direction Received: Director of Business & Industry Sales.

Direction Given: Responsible for leading, coordinating, monitoring the work of non-faculty and temporary employees.

Minimum Requirements:

Bachelor's degree; reasoning, presentation, interpersonal, data-base management, computer and writing skills; two years demonstrated success in selling goods and services to management level personnel

Knowledge, Skills, Abilities and Worker Characteristics:

Computer Skills - MS Word, Excel, PowerPoint & Outlook. Utilization of database management tools such as ACT! is essential.

Interpersonal Skills – Building relationships with clients will be the foundation of the selling process. Coordinating and communicating with CCE teams outside of the Sales Team will be critical to success.

Presentation Skills – Ability to make conceptual presentations to management level personnel. Strong oral and written language skills.

Reasoning Ability – Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret client needs and to determine what products can be tailored to fit the client's need. Flexibility is key.

Working Conditions:

Typical office environment.