

Sales Account Executive

Reports To: **VP Sales**

Department: **Sales**

Status: **Full Time**

Location: **United States (Remote)**

FLSA: **Exempt**

Date Updated: **5/10/2017**

About Creative Realities

Creative Realities (www.cri.com) is a Creative Technology company focusing on bringing digital experiences to retail environments, designed to enrich and inspire the consumer journey. Our strong design and strategic discipline uniquely positions us to guide Fortune 100 Brands and Retailers on how best to apply technology in function of marketing, store, or customer objectives. Our end to end offering enables us to execute what we recommend: from design and app development, thought to deployment on site - and provide ongoing content and support to virtually any type of environment.

About the Position

We are currently seeking an experienced, enthusiastic Account Executive to join our rapidly growing Sales organization and drive business development across multiple industries. The qualified candidate must be able to understand customer business issues, navigate the buying process and articulate the appropriate CRI solutions, resulting in new sales. This position will be a remote/work-from-home opportunity reporting to the Vice President of Sales. This position will require travel, up to 50%.

Key Responsibilities

- Research target market segments to develop a thorough understanding of business needs, industry trends and buying behaviors
 - Develop new opportunities and build a robust sales pipeline through aggressive prospecting, cultivating referrals, leveraging partner relationships, and personal marketing
 - Learn the features/benefits, value proposition and competitive differentiators associated with CRI's services and demonstrate to external decision makers
 - Work closely with colleagues, including sales engineers and senior management to capture business requirements and align solutions with opportunities
 - Close business to achieve or exceed assigned goals and objectives for sales revenue and gross margin
 - Develop and deliver high-impact sales presentations
 - Provide management with progress briefings of prospect/client opportunities and accurate forecasts of quarterly sales projections
 - Update CRM in a timely manner with all account, contact, activity and opportunity details
- Participate in sales meetings, networking and business development events along with other duties as assigned

Education and Experience

- Bachelor's Degree preferred
- 7+ years of business-to-business sales experience
- Proven success building new business relationships with executive-level management;
- Experienced in and comfortable with cold-calling; experienced in consultative sales with long sales cycles
- Background in selling technology solutions for luxury brands, specialty retail, automotive, hospitality or financial services strongly preferred
- Knowledge of digital signage, commercial display solutions, and/or interactive kiosk industries preferred
- Experienced user of software CRM tools. Proficient with Microsoft Office applications.
- Strong technical aptitude and ability to translate technical concepts for non-technical buyers

Key Competencies/Behaviors

- Professional demeanor with unquestionable integrity; focused on customer satisfaction
- Self-motivated, achievement-oriented with superior planning and time management skills
- Excellent written communication and presentation skills
- Team oriented; Ability to collaborate cross functionally and to influence without direct authority
- Positive attitude; willingness and initiative to learn
- Must be comfortable working in a deadline-oriented, fast paced business environment with shifting priorities

Benefits

Medical Insurance, Dental Insurance, Vision Insurance, Life Insurance, Disability Insurance, Paid Vacation Days, Paid Sick Days, Paid Holidays

Qualified applicants for this position can submit qualifications to salesjobs@cri.com.

CRI is an Equal Opportunity Employer.