13

**mobileStorm Role Scorecard**

**Position: Account Executive (Sales)**

**Hiring Manager: Gary Holderby – General Manager – mobileStorm for Marketers**

|  |
| --- |
| Role Scorecard |
| Functional Role: | **Account Executive**  |
| Date scorecard updated: | **May 2nd, 2013** |
| This role reports to: | **Gary Holderby, GM of mobileStorm for Marketing**  |
| Mission of Company:  | mobileStorm’s goal is to create the most intelligent communication platform on the planet. We provide a cloud-based mobile communication platform that helps organizations reach consumers in multiple ways. By combining technology and expertise we enhance our customer’s communication relevancy. Relevant communication is the fuel that helps drive an organization’s goals whether it’s in driving revenue or reducing costs. |
| Purpose of the role: | mobileStorm is looking for an all-star Account Executive with a desire to close. This is a fantastic career opportunity for an experienced account executive in Software-as-a-Service with a passion for providing clients a legendary experience. Email, mobile and social marketing background is a major plus. This is a hunter role, the primary purpose of is to drive new revenue growth and client acquisition.  |
| Role Accountability and Performance Requirements: (review every quarter) |
| Key Duties:  | * Respond promptly and professionally to all inbound leads including contact requests, content downloads, webinars, tradeshows, etc.
* Identify and develop new business opportunities via targeted outbound effort in key identified verticals
* Thorough and accurate sales qualification of all leads to identify decision makers in late stage buying mode
* Demonstrate mobileStorm value proposition and system capabilities by performing platform presentations to sales qualified prospects
* Consultative selling activity to assist new prospects in identifying key pain points and applicable mobileStorm solutions
* Help clients identify strategies for reaching consumers and influencing behaviour
* Leveraging social media to create new relationships with
* Help develop and understand competitive matrix and mobileStorm value
* Assist management in developing key sales aids and best practices
* Promote mobileStorm culture within the company and the marketplace
* Provide feedback to product team regarding how key (or new) features can drive new business opportunities
* Work closely with client services to expedite onboarding process for new clients
 |
| Company Core Values: |

|  |
| --- |
| **Maintain Integrity at all Costs** – Integrity is how we’ve stayed in business and why we’ll continue.  No matter what the situation, always do the right thing. |
| **Make Decisions** – We believe decisions should be made by those closest to the issue or those most affected by it. Top down management is old school; make decisions on your own, but ask the advice of others before executing it. |
| **Practice Transparency –** Share all kinds of information, often. A transparent organization is a trustworthy one. |
| **Be Successful**– Success comes from hitting your goals on a consistent basis.  Have a plan for “how” you’ll hit your goals and evaluate often; that way you always know where you stand. |
| **Remember to Laugh** – If it’s truly the best medicine, then we’re abusing our prescription. Laughter is your fuel to get through the good times and the bad. |
| **No Surprises** – No one likes to be surprised, so communicate effectively and “get people ready.” These are the keys to running an effective organization. |
| **Provide Customers with a Legendary Experience** – Happiness, honesty, company support, empathy, and solutions are the core principles of what we like to call “Legendary Customer Service.”  Give your customers an experience that will become a thing of legend. |
| **Work Hard, and Have Lots of Fun** – We believe that fun cannot be had without work, and work cannot be done without fun. Make sure you always balance the two, or you won’t be able to live up to the other core values. |
| **ABL (Always Be Learning)** – Smart people can add value in any situation. The more you educate yourself, the more valuable you will be to everyone around you. |
| **Don’t Just Create . . . Innovate**– A unique offering provides a competitive edge.  Make sure you always spend a portion of your time thinking about how mobileStorm can set the standard. |
| **Know the Facts** – Good data helps you make the right decisions.  Know before you decide. |
|  |

 |
| Key Performance Indicators: \* There may be some additional KPIs created and agreed to before offer is made  |

|  |  |  |
| --- | --- | --- |
| **KPI #1** |  | **KPI #2** |
| Achieve Monthly Recurring Revenue (MRR) Quota | Ranges |  | Maintain active pipeline goals | Ranges |
| Going great | ≥ 90% |  | Going great | ≥ 90% |
| Slipping | ≥ 70%  |  | Slipping | ≥ 70%  |
| Failing | < 70% |  | Failing | < 70% |
|  |  |  |  |  |
| **KPI #3** |  | **KPI #4** |
| Accurately Maintain CRM Database | Ranges |  | Demonstrating & supporting core values | Ranges |
| Going great | Yes |  | Going great | ≥ 75% |
| Slipping | Kind of  |  | Slipping | ≥ 60% |
| Failing | No |  | Failing | < 60% |

 |
| Recruiting Requirements: |
| Behavioral Competencies:*(not in order)* | 1 | Strategic Thinking | 2 | Persuasion |
| 3 | Decision Making | 4 | Integrity |
| 5 | Resourcefulness/Initiative | 6 | Time Management |
| 7 | Independence | 8 | Customer Focused |
| 9 | Presentation Skills | 10 | Negotiation Skills |
| Qualifications: | * Five (5) years of experience as an Account Executive within the SaaS (Software as a Service) arena
* College degree required
* Prior Experience with email, mobile, and social media marketing preferred
* Experience with Casino, Nightlife, Hospitality, Retail/e-Commerce and Agency preferred
* Experience with salesforce.com, Facebook, Excel, Word, Powerpoint & Outlook
* Strong understanding of digital marketing strategies and how it can drive ROI for clients
* Detailed history of meeting or exceeding quota
* Up to 10% travel per month within the greater U.S.
* Must have more than 300 contacts on Linkedin
 |
| Skills / Abilities / Talents: | * Extreme patience, ability to listen, a sense of humor and a controlled tenacity for delivering results is a must.
* Must have strong sense of urgency and experience working with internal and external member teams
* Ability to think creatively and excellent problem solving skills
* Can take charge and thrive in uncharted territory or ambiguous circumstances.
* Strong analytical skill set to decipher client needs and recommend solutions
 |
| Previous Experience: | The center of the bulls-eye candidate is an up and coming Account Executive rockstar with passion for selling SaaS solutions to small-to medium-sized and enterprise level businesses. The ideal candidate will have a strong background in selling email, mobile, and social marketing solutions.  |