



Type: Full-time
Level: Mid-Senior Level
Position: Sales Account Executive
Department: Sales

Company Description

HMI is a leading full-service performance improvement company focused on channel loyalty, sales incentives, employee engagement, and group travel. HMI's customized strategies include a comprehensive and robust solutions platform, data driven reporting and analytics, creative communication campaigns, and personalized program management to help companies drive engagement, increase sales, and generate profit. Founded in 1980 and based outside of Boston, MA, HMI continues to expand its global presence, offering tactical performance incentive solutions in over 80 countries worldwide.

Position Description

This position is responsible for the development and execution of new business development "hunter" sales strategies that will drive new business revenue growth by selling an extensive offering of customized performance incentive solutions.

The AE will target potential clients, develop an account entry strategy, conduct the "hunter" prospecting campaign, develop relationships, and understand the business/performance issues that contribute to clients' critical strategic business objectives. The AE works closely with an internal team to develop and present customized solutions that drive sales and channel performance, create customer preference or build employee engagement.

Functions & Responsibilities

- Utilize strategic selling skills
- Prospect – generate new appointments via cold-calling, warm-calling, networking, and leveraging existing relationships
- Develop and maintain a 'target' account prospect list with periodic interaction with companies within assigned territory
- Provide timely and accurate reporting of sales activities, opportunities, and results
- Conduct individual and group presentations
- For the first 6 months, "mail" a minimum of 20 HMI introductory packages per month



- Target accounts with a minimum of a \$150K+ performance incentive spend / capability to spend
- Exhibit strong understanding of channels of distribution
- Utilize HMI's step to the sales approach, generating opportunities for concept papers to engage the customer
- Learn and utilize HMI's business intelligence questions to gain greater understanding of a prospect's needs
- Actively participate in concept and proposal development
- Understand client objectives; recommend program analysis and manage the analysis process, provide observational insight and client recommendations
- Meet/exceed annual revenue & profit goals: generate \$500,000 in committed business in the first year, \$1 million in year 2, and a minimum of \$2 million in subsequent years
- Be conversant in all HMI product/service categories
- Foster and thrive in a team environment
- Be professionally aggressive
- Have high integrity, strong work ethic, and high-energy

Skills / Experience

- Four year college degree or equivalent in education or experience – while an undergraduate degree is not a requirement, it is highly desirable
- 5+ years' experience specifically selling Marketing Services (advertising, PR, direct marketing, loyalty or CRM programs)
- Desirable 5 to 10 years' experience in direct B2B sales calling for larger volume sales (\$250k plus per sale) with 3 -12 month sales cycles
- Income and professional performance resulting from personally generated "hunter" new business development sales activities
- Excellent written and verbal presentation skills with the experience needed to credibly represent values and quality commitment
- Strong cold calling and relationship building skills
- Strong analytical and questioning skills
- Experience selling customized solutions to Fortune 1000 accounts, at the "C" level
- Advanced consultative selling skills, with the ability to define creative solutions for complex business/performance issues.

Additional Information



- Applicants with 3 recommendations are preferred, references will be checked
- No third party applications

Please send resume and compensation requirements to:

Kate Cardoso

Director, Strategic Services

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