



Sales Account Manager

Job Title: Sales Account Manager

Status: Full-Time

Department: Sales

Division: Nashville, TN / Columbus, OH or Remote

Purpose:

The purpose of this position is to work with the Division President and the sales team to seek new business opportunities, enhance current business relationships, support sales teams across all divisions, and work with other appropriate staff to assist with communications/marketing efforts to exceed sales goals and targets to drive revenue and increase client relationships for the organization.

Position Responsibilities:

- Work closely with the sales team to formulate strategies to enhance client relations with core clients and gain additional events from these accounts.
- Seek out new business opportunities by assessing market and identifying potential clients within the sports and other industries to increase Lyon and LMGH's market share and drive increased asset utilization of all mobile units.
- Aggressively chase new leads being uber diligent with follow up while understanding the needs and triggers for potential clients to close deals that lead to long-term returning clients.
- Manage current sales and business relationships to increase the services and service levels provided to current clients.
- Work with sales leadership to establish goals and targets to be met or exceeded for divisional and corporate sales targets.
- Streamline sales throughout LMGH by "cross selling" the services of all LMGH's divisions to clients and work closely with all support personnel.
- Revise and update standard LMG contracts, Statement of Work (SOW), etc. as needed. Develop and implement appropriate documents as required and manage to these contracts ensuring billing is correct according to the contract language.
- Schedule facilities working with Chief Engineers and Operations based on client needs and input from Scheduling, Operations, and Engineering to ensure needs are met. Communicate scheduling decisions to clients as needed.
- Work with President and Chief Engineers to determine workflow required by clients, equipment compliment and schedule technical calls with clients as necessary or required.
- Manage client contact including work orders, communication of changes, add-ons, etc. and communicate all changes to Engineering and Operations.
- Utilize Customer Management Relationship (CRM) software or other tools to track and monitor all sales activity for forecasting, bid management, customer contact, customer solicitation and management of sales goals.
- Work with Finance on the collection of invoices in a timely fashion from clients particularly those that are past due.
- Reviews and approves all invoices with President, Operations and Finance prior to being submitted to client.
- Increase brand awareness within industry, focusing on new clients and markets.
- Maintain weekly contact with sales team, update sales activity reporting, and participate in weekly sales meetings/conference calls.
- Gain feedback from clients during meetings, use feedback gained from customer surveys, maintain Key Account Plans, and participate in quarterly Key Account Strategy Meetings with Sr. Management.
- Other duties as assigned.

Qualifications:

- Bachelor's degree in Business, Marketing, Advertising, or Public Relations preferred, however a combination of education and experience will be considered.
- 5-8 years of experience in a sales and marketing.
- Experience within the broadcast industry a plus.
- Self-driven, motivated and results oriented and the ability to work with sales team/organization.
- Excellent oral and written communication skills.
- Excellent communication skills, attention to details and the ability to multi-task in high pressure situations.
- Must be willing and able to lift/push/pull up to 10 lbs., and willing to seek assistance for anything over 50 lbs.
- (should not seek to do over 50 lbs. without assistance).

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