**Example Productized Sales Executive Job Req**

**Sales Executive**

Location: Open to remote, ideally located in [location]

**About [Your Company]**

[Description of your company, the mission, and why it is a great place to work.]

**Responsibilities**

* Learn and implement [or build] the [company] Sales Playbook, our proprietary approach to co-creating compelling and achievable solutions to urgent and expensive customer problems. We work with our customers to solve their problems and do not employ aggressive sales tactics.
* Execute all customer-facing and internal commercial processes according to the Sales Playbook.
* Meet and exceed a new quarterly and annual recurring revenue target through effective and efficient prospecting, discovery, solution co-creation, and win-win negotiation.
* While this role is primarily focused on executing against high-intent, qualified opportunities, you will also be expected to use your personal network, LinkedIn presence, and outbound prospecting to expand [the company’s] penetration in our ideal customer profile (ICP).
* Build trusted relationships with senior-most leaders in your accounts to support the velocity and effectiveness of their implementation alongside our delivery team.
* Leverage the Referral Program to secure consistent win-win referrals from senior-most leaders throughout the duration of our partnership.
* Self-direct and own the achievement of your goals. We hire and develop self-driven team members who set measurable goals, prioritize tasks, communicate coherently and clearly with the team, and compound daily wins without excessive oversight.
* Implement the [company culture’s name], our values-based system of collaboration and partnership. Pursue passion projects with at least 5% of your time that have the potential to change the way we serve our customers and grow our business.

**Baseline Qualifications**

* At least 3 years of experience in a quota-carrying B2B solutions sales role and track record of meeting and exceeding goals.
* At least 5 years of total business experience.
* Bachelor’s degree from an accredited university.
* Working knowledge of value-based selling methodologies.

**Preferred Qualifications**

* Working knowledge of the B2B product development lifecycle and practices (e.g., design thinking, lean/agile development, etc.).
* Experience selling bundled solutions (subscription products and professional services).
* B2B professional services and/or B2B product experience (ideally a combination).
* Proven experience closing commercial opportunities with a C-level (e.g., CEO, CPO) buyer including discovery, solution building, negotiation, and expansion.

**Location**

[Company] is a remote-first organization and welcomes applications from qualified candidates from anywhere in the United States. The majority of the [company] team is located in [location], and we prefer a candidate already located in the area.

**Compensation**

We offer [comp structure, e.g. above market OTE with a 50/50 base/variable split] and the market opportunity, internal resources, and customer support to hit and exceed your goals.

**Benefits**

* [your benefits]

**Start Date**

[date]

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# Other examples of job descriptions:

## **Workboard: Regional Sales Director, MidWest**

<https://www.workboard.com/jobs/?gh_jid=7474727002>

United States - Remote

**WorkBoard**

Work with purpose.

WorkBoard’s mission is to help companies and the people in them achieve their best results. We pioneered the Strategy Execution solution category so leaders can communicate strategy and align efforts well in a faster changing world, and so team members are energized by the purpose and impact of their work. Our customers drive faster growth and competitive advantage because they have higher alignment, real-time transparency, and sharper focus on the results that matter. Companies like Ford, Boeing, 3M, Cisco, Juniper, Workday, Humana, Renault, Virgin Media O2 and many others use WorkBoard’s platform, expert services, and professional certification programs to achieve their ambitious strategies

WorkBoard has built a clear lead in the Strategy Execution space in large part because its founders and team members are experienced company builders focused on true, differentiated value for our customers. WorkBoard is backed by top-tier venture investors including Andreessen Horowitz, GGV Capital, SoftBank Investment Advisers, and Workday Ventures.

**THE OPPORTUNITY**

As a Regional Sales Director, you’ll be a key player in driving the adoption of WorkBoard within a defined geography targeting Fortune 200 companies. You’ll own building trusted growth advisor status with P&L owners who have strategic priorities and urgency to achieve them while positioning and driving preference for our platform.

You will gain a deep understanding of WorkBoards’ strategy execution solution and how our SaaS platform supports P&L owners #1 goal of impacting company valuation by driving growth through alignment and accountability. You will be a key member of the Sales Team that will be achieving rapid growth while solidifying the preeminent position in a new category.

Your work will also include collaborating with the leadership team to identify demand generation, messaging, sales enablement and sales execution best practices.

**COMING IN**

Bring 7+ years of C-Suite business application value-based selling and start-up experience, an entrepreneur’s mindset, and a track record of achieving sales targets. Experience working in a fast paced, high growth start-up is a plus as is a relevant education from a great school.

**YOU'LL BE SUPER SKILLED AND EFFECTIVE AT**

* Articulating differentiated solution value to enterprise buyers and customers before, during and after they purchase your business application solution
* Quickly building trusted advisor status with P&L owners by demonstrating your business acumen, intellectual curiosity and passion for solving meaningful business issues
* Consistently exceeding your sales targets by executing both land and expand sales motions in net new and existing customer engagements in an Account Executive or similar role for a SaaS business application company.
* Working at a fast pace while demonstrating professionalism and the attention to detail that is required to support sales engagements with enterprise P&L owners
* Partnering with peer teams across marketing, professional services, customer success, development and finance to build a company that is great in your customers’ eyes

**WITHIN ONE MONTH YOU'LL**

* Attend new-hire immersion training to build a deep understanding of our buyers, their pain points, our solution offering and how we work well as a team
* Attend the WorkBoard OKR Coach Certification program to gain a deep understanding of the OKR methodology and its relevance in the Enterprise Results Management category
* Review fifteen first meeting recordings and shadow five first meetings with sales leadership
* Internalize five customer case studies and be able to confidently use these in first meetings
* Be converting first meetings with P&L owners based on your ability to deliver WorkBoards’ value messaging
* Be highly proficient at demonstrating the WorkBoard platform to P&L owners and business process owners to support our differentiation
* Develop a territory plan with the support of the Growth team to identify and execute targeted ABM into your top 20 Named Accounts

**WITHIN THREE MONTHS YOU'LL**

* Be recognized as a trusted advisor to P&L owners as they engage with WorkBoard to accelerate their growth strategies
* Have developed a qualified pipeline of sales opportunities >$1M ARR and you will have achieved your first quarter sales target
* Have attended WorkBoard Super User training to deepen your proficiency in the WorkBoard application
* Be tapping into your network to help bring fantastic talent to WorkBoard

**WITHIN SIX MONTHS YOU'LL**

* Be recognized as a key member of the WorkBoard Team for the partnerships that you have established with our customers as they achieve their growth strategies
* Be contributing valuable insights and ideas to the WorkBoard Team on ways that we can accelerate and enhance value realization for our customers
* Be overachieving your sales target and managing a qualified pipeline of sales opportunities within your Named Accounts in excess of $3M ARR

**THE TEAM**

You’ll join one of the best category building sales organizations that is regularly meeting with P&L owners to impact their growth objectives. You have the support from exceptional Growth and Product Marketing teams that are accountable for providing qualified leads, sales content and category creation activities that are all aligned to ensure your success.

We are remarkably engaged with our customers, so you’ll have immediate access to their insights and voices. Everyone on the team is striving to improve the value and quality of experience we provide customers by delivering at our best and being voracious learners. We are an incredibly supportive team, with powerhouse creative and production team members who quickly bring marketing ideas to life.

We are excited about a lot of things—what “best” looks like for our customers, what “breakthrough” looks like in our platform—and we share these passions across the company and with our customers.

**OUR VALUES - WE LIVE BY THE 4 Hs**

***Humble*** experts

***Hungry*** for the opportunity

Intellectually ***honest***

Operating as one ***happy*** team

**A FEW OF OUR AWESOME BENEFITS**

* Flexible PTO & sick days
* Paid holidays
* Health insurance
* 401K with employer matching
* An awesome, collaborative sales culture focused on business outcomes
* Bi-weekly All-Hands Meetings
* Quarterly in-person sales team meetings
* And much more!

**THE WORKBOARD STORY**

WorkBoard provides a powerful, modern results platform to help companies achieve their growth plans. Unlike most enterprise software, our solution is important to every employee, so we strive to set the high bar for capabilities that delight and enable everyone to be more successful at work. WorkBoard is strategic to companies and personally relevant to the people that work in them.

We are proud to be an equal opportunity workplace committed to building a team culture that celebrates learning, diversity and inclusion. If you’re hungry to grow your skills while growing a company, your sense of urgency matches the size of our market opportunity, and you value and enable teammates’ contributions, then come join us!

## **Gong: Commercial Account Executive**

<https://www.gong.io/careers/4242137006/>

San Francisco

Gong unlocks reality to help people and companies reach their full potential. The patented Gong Reality Platform™ empowers companies to take advantage of their most valuable assets – customer interactions, which the Gong platform automatically captures and analyzes. Gong then delivers insights at scale, empowering revenue and go-to-market teams to determine the best actions for winning outcomes. Thousands of innovative companies like Morningstar Inc., Paychex, LinkedIn, Shopify, Slack, Sprout Social, Twilio, and Zillow trust Gong to power their customer reality. Gong is an award winning company and was recognized on the Deloitte Technology Fast 500, Forbes Cloud 100, LinkedIn Top Startups, and Great Places to Work lists in 2022.

As a Commercial Account Executive, you’ll play a key role in expanding our business accounts and acquiring new customers. You will own and manage the sales cycle to ensure Gong's growth within the commercial market. Once fully ramped you'll have knowledge of our technology and solid business-to-business sales skills.

**RESPONSIBILITIES**

* Manage prospects from lead to close
* Clearly articulate and demonstrate our value proposition, creating excitement and enthusiasm among prospects
* Cultivate long-term relationships with customers
* Maintain weekly sales forecast and achieve quota quarterly
* Run and implement 7 to 10 day pilot program

**QUALIFICATIONS**

* 6 months - 1 year+ of relevant closing experience for Commercial.
* You are located in 1 of our 2 Cities (SF or CHI).
* Previous SaaS and enterprise software experience.
* Previous outbound prospecting experience
* Demonstrated success in achieving sales goals (President’s Club, Rep of the Year, etc.)
* Excellent verbal and written communication skills.
* Experience selling to sales leaders a plus.
* Comfortable working in a fast paced dynamic environment with startup experience.
* Self-motivated with an entrepreneurial spirit.
* Comfortable selling to VP, C-Suite executives, and sales leaders, navigating through multiple decision makers in an organization.

**PERKS & BENEFITS**

* We offer Gongsters a variety of medical, dental, and vision plans, designed to fit you and your family’s needs.
* Wellbeing Fund - flexible wellness stipend to support a healthy lifestyle.
* Mental Health benefits with covered therapy and coaching.
* 401(k) program to help you invest in your future.
* Education & learning stipend for personal growth and development.
* Flexible vacation time to promote a healthy work-life blend.
* Paid parental leave to support you and your family.
* Company-wide recharge days each quarter.
* Work from home stipend to help you succeed in a remote environment.

The annual OTE for this position is $130,000 - $145,000 USD.

Compensation is based on factors unique to each candidate, including, but not limited to, job-related skills, qualification, education, experience, and location. At Gong, we have a location-based compensation structure, which means there may be a different range for candidates in other locations. The total compensation package for this position, in addition to base compensation, may include incentive compensation, bonus, equity, and benefits. Some of our sales compensation programs also offer the potential to achieve above targeted earnings for those who exceed their sales targets.

We are always looking for outstanding Gongsters! So if this sounds like something that interests you regardless of compensation, please reach out. We may have more roles for you to consider and would love to connect.

## **Outreach: Account Executive, Commercial**

<https://jobs.lever.co/outreach/cc1aa061-8a65-4e80-b22b-f0417151057a>

**Seattle, WASales – Account Executives /Full-Time /Hybrid**

*Our success is reliant on building teams that include people from different backgrounds and experiences who can elevate assumptions and ideas with fresh perspectives. We're dedicated to hiring the whole human, not just a resume. To that end, we look for a diverse pool of applicants-including those from historically marginalized groups. We would like to invite you to apply even if you don't think you meet all of the requirements listed below. We don't want a few lines in a job description to get between us and the opportunity to meet you.*

**About the Team**

Our Commercial Account Executive team partners with our potential customers. They are responsible for managing the full deal cycles from generating opportunities to closing prospective customers (50 - 1,000 employees in a company). We are product experts and ambassadors for [Outreach](https://www.outreach.io/). We build deep knowledge and understanding of our customers' goals and pain points to enable them to have the insights to Create & Close pipeline through the Outreach Sales Execution Platform.

We enjoy learning new sales trends & methodologies, going to industry events, subscribing to blogs/podcasts, reading books, and researching case studies so we can grow together. We work closely together to champion our customers, share success stories, celebrate our wins, and share goals.

**Overview of The Role**

The primary purpose of an Account Executive at Outreach is to manage complex, full-life cycle sales strategy for new accounts. You are responsible for leading the entire sales cycle including researching, prospecting, advising, negotiating contracts, and closing deals. You are accountable for developing account plans, using the MEDDPICC sales methodology to lead to successful building of new business to achieve your territory goals. You are able to identify and deeply understand a prospect’s needs, pains, and desired business outcomes to build an effective business case that demonstrates ROI and value proposition of the Outreach platform. You will partner with other members of the go-to-market team, such as Solution Consultants, to successfully navigate proof of concept demos to prospective clients. Your primary points of contact at prospective new customers are above the line contacts (CRO, COO, CEO, CFO, and CISO). Key performance indicators include quota attainment, pipeline generation and coverage, and forecast quality and accuracy.

**Location: Seattle, Washington**

**Your daily adventures**

* Identify, research, and qualify potential new customers in your assigned territory.
* Build effective pipeline coverage to achieve your sales targets and goals.
* Forecast deals appropriately and accurately using Outreach’s forecast methodology.
* Develop and deliver on account plans, using MEDDPICC Sales Methodology, to strategically increase new revenue for Outreach.
* Conduct effective discovery calls to identify and unlock business challenges that Outreach solves.
* Demonstrate how the Outreach platform provides a tailored solution to a prospect’s key outcomes they are trying to achieve.
* Partner effectively with internal resources to drive and close business, effectively navigating team members across go-to-market, as well as finance and leadership.
* Negotiate contracts with cross-functional teams including C-suite, finance, procurement, and technical teams.
* Understand prospect’s needs to develop accurate scoping and success criteria to position a successful implementation.
* Provide smooth account transition once landed to professional services and account management teams for future adoption and expansion opportunities.
* Operate with high integrity while adhering to internal processes and sales methodologies.
* Perform other duties as assigned.

**Basic Qualifications**

* At least one year of sales lifecycle management experience, preferably in a SaaS environment
* Proven experience in selling disruptive, complex solutions into medium to large organizations
* Proven experience in selling into accounts through a top down executive motion
* Ability to manage and navigate sales cycles up to 6 months with contract values that do not exceed $100k
* Ability to build and cultivate strong, trusting relationships and partnerships, both internally and externally
* Knowledge of the MEDDPICC Sales Methodology and experience applying and using this framework for successful sales
* Strong pipeline management skills
* Strong negotiation skills
* Effective communication skills, both written and verbal, with the ability to tailor messaging appropriately for the audience
* Executive presence and interpersonal skills
* Strong business and financial acumen to be able to showcase metrics and potential ROI
* Team player with a high sense of drive and initiative to keep opportunities moving forward to create a winning culture

Compensation for this role is a mix of a base salary and a variable component. The total compensation will range between $85,000 - $110,000. You may also be offered incentive compensation, restricted stock units, and benefits. Actual compensation is based on factors such as the book of business being managed, candidate's skills, and qualification.

**Why You’ll Love It Here**

• Generous medical, dental, and vision coverage for full-time employees and their dependents

• Flexible time off

• 401k to help you save for the future

• Diversity and inclusion programs that promote employee resource groups like OWN+ (Outreach Women's Network), Adelante (Latinx community), OBX (Outreach Black Connection), Mosaic (AAPI community), Pride (LGBTQIA+), Gender+, Disability Community, and Veterans/Military

• A parental leave program that includes not just extended time off but options for a paid night nurse, and a gradual return to work

• Infertility/ assisted reproductive services benefit

• Employee referral bonuses to encourage the addition of great new people to the team

• Plus, unlimited snacks and beverages in our kitchen

• We’re an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status