



## Renovia Success Profile

<b>Role/Title:</b> National Account Executive	<b>Department:</b> Sales	<b>Location:</b> Indianapolis, IN
<b>Reports To:</b> VP of Sales	<b>Date:</b> March 2 <sup>nd</sup> , 2020	

### About Renovia

Renovia is in the commercial construction industry specializing in coatings and repairs. Renovia's serve first mentality provides long lasting customer partnerships.

Our passion lies in building relationships with customers to solve their problems. All projects begin with a foundation of respect and trust, which we embrace as an opportunity to prove our reliability and expertise. Success is measured in our ability to consistently deliver timely, professional, quality work that allows us to continue strengthening these relationships.

At Renovia, our painting expertise is the framework of our business, yet our goals are greater. Our purpose is to be a light by improving and providing a lasting, positive impact in the communities we serve.

For more information about Renovia, visit [www.renovia.com](http://www.renovia.com)

### Company Fit

**Humble:** Share credit, emphasize team over self and define success collectively rather than Individually.

**Hungry:** Always looking for more. More things to do. More to learn. More responsibility. Hungry people never have to be pushed to work harder because they are self-motivated and diligent.

**People Smart:** Common sensical about people, appropriate and aware of what is happening in a group situation and how to deal with others in the most effective way. People Smart people ask great questions, listen to what others are saying and stay engaged in conversations intently.

**A. Job Summary** The National Account Executive (NAE), is responsible for developing strategic partnerships and alliances to increase sales and national brand awareness by calling on high level stakeholders and executive level decision makers.

### **B. Job Responsibilities**

1. Prospect daily for new business through cold calling in the field, networking, and researching the national market
2. Grow new account base year after year
3. Develop bid presentations after gathering data from internal and external resources

4. Update sales and budget metrics within Salesforce and Clari
5. Network with suppliers and other strategic partnerships to leverage lead sharing
6. Manage the collaboration and information flow throughout the sales cycle
7. Provide value to prospects in order to earn trust
8. Deliver Key Performance Indicator (KPI) outcomes that are aligned with the sales budget
9. Follow the Renovia 5-step sales process
10. Create strategy around upselling existing business
11. Develop annual sales business plan
12. Navigate complex projects by working independently to manage workforce resources
13. Collaborate with assigned Account Manager to manage information flow and sales cycle
14. Forecast and analyze market and economic trends within the national client base
15. Interface and communicate with a variety of high profile stakeholders while managing unique interests and goals for all parties involved
16. Travel to client locations (40-50% of time)
17. Identify, prepare and implement additional standard operating procedures, as needed

### **C. Competencies Required**

#### **1. Results Oriented**

- Exhibit tenacity and creativity to identify, prospect and cultivate new customers on a national level
- Measure success in comparison to personal and company goals
- Identify what drives customer decision making in order to close sales

#### **2. Business/Sales Acumen**

- Utilize Renovia's 5-step Sales Process while navigating through more complex sales cycles at a national level
- Utilize appropriate business resources and exhibit fiscal judgement in managing high profile, high dollar projects
- Comprehend project scopes, , examine data and discern risks and opportunities of decisions and actions and how they impact the bottom line

#### **3. Time/Self-Management/Motivation**

- Prioritize tasks by importance and deadlines
- Focus time and effort on key tasks and easily transition between those tasks
- Respond to setbacks with increased effort and persistence

#### **4. Customer Focused**

- Identify and anticipate customer needs
- Exceed basic expectations to help customers implement solutions and explore all options until the customer is satisfied
- Seek additional resources or strategies when unable to find a resolution to a conflict or issue

#### **5. Collaboration and Teamwork**

- Maintain an open, approachable manner, and treat others respectfully

- Anticipate and recognize the concerns of others, even if those concerns are not openly expressed
- Seek to resolve confrontations and disagreements constructively with clients or teammates by focusing on the situation rather than on the person

**6. Communication**

- Ensure that others involved in a project or initiative are kept informed about developments, plans and deadlines
- Communicate articulately and convey ideas and facts using language the client, teammates and other resources best understand
- Present information clearly, concisely, and logically, focusing on key points

**7. Strategic Orientation**

- Think long-term and beyond assigned national market segment(s) and adapt to changing project and organizational goals and priorities
- Envision the organization's larger context and align goals to contribute to it
- Integrate market segment information into an action plan that aligns with organizational mission and goals

**8. Executive Presence**

- Influence others with confident, clear and convincing oral and written communication, particularly with executive level decision makers
- Display an energetic and assertive style that connects with those in a high profile decision-making position
- Demonstrate character with a mature temperament by sharing a vision that inspires others

**D. Outcomes/Measures of Success**

1. Year over year account growth of equal or greater than 12% consistently
2. Meet KPIs outlined in individual sales plan: e.g. number of prospecting activities such as appts/leads on a weekly, monthly & yearly basis and number of new opportunities
3. Identify and close projects with new customers at a national level and in specified markets

**E. Education/Knowledge/Skills Requirements**

- Bachelor's or advanced degree preferred
- Previous National Account Sales
- Knowledge of Salesforce preferred
- Proficient in Microsoft Suite
- Serve-First Mentality