

The Weather Network is Looking for You... Now Hiring People with a Sunny Outlook

Benefits of working for Pelmorex / The Weather Network:

- Named one of Canada's 50 Best Managed Companies for the 5th consecutive year
- Recognized as one of Greater Toronto's Top Employers for 2010, 2011 and 2012
- Keeping pace with the growth of technology, we offer unique integration of creativity, science and technology
- Leader in employment equity and diversity
- Dynamic, fast-paced environment, open-door philosophy
- State of the art facilities

Account Executive, Western Canada

*Reports to: Director, Commercial Services
Calgary, AB*

The goal of Commercial Services is to deliver weather and related information services to businesses and government agencies across Canada and beyond. This role is responsible to grow market share and create long-term profitability in our chosen markets. The Account Executive will be responsible for establishing trust and building loyalty with key influences/decision makers to build solid long-term professional relationships with customer prospects and industry leaders.

The Account Executive will develop and execute strategies to seek and follow leads to acquire new business for the Commercial Services Division in accordance with agreed upon business plans. In this role, the resource will design and deliver presentations highlighting the products and services of the company, prepare proposals/quotations, negotiate contract terms with clients, successfully close sales and work toward exceeding predetermined quotas set by the Director, Commercial Services.

Responsibilities:

- Contribute to the annual business plan for Commercial Services for the Western Region and achieve and/or exceed personal and team budgets for the fiscal year
- Successfully manage and close sales through prospecting, lead qualification, forecasting, account strategy and planning to increase "new business" billings
- Establish and build strong relationships with strategic accounts including the development of account plans to support the sales effort
- Effectively service, support and retain existing clients
- Establish & strengthen relationships with all new client prospects, existing clients, related industry organizations and business partners
- Establish and lead the Request for Proposal (RFP) strategy and process in conjunction with other Pelmorex staff and external business partners to win major projects
- Determine pricing strategies for approval by Director, Commercial Services
- Research and recommend new types of business/products/services with an emphasis on identifying gaps in the mitigation of needs of potential clients
- Represent and promote Pelmorex through associations, tradeshow, speaking engagements and other marketing/sales efforts
- Monitor and report on activities (i.e., weekly funnel report) and provide relevant management information as directed

- Adhere to pre-defined sales and reporting processes
- Maintain and develop a computerised customer and prospect database
- Develop and maintain relationships with local third party vendors who provide complimentary services
- Gain assistance from internal resources and external partners to provide a business solution
- This individual may be called upon to work on other special projects as identified by the Director, Commercial Services

Responsibilities and duties may evolve over time.

Qualifications:

- Post- secondary education which is relevant to the role is required (e.g., degree/diploma in business/marketing)
- A minimum of 5 years of consultative sales experience in technology or data related solutions
- Thorough knowledge of procurement practices of the public sector with specific experience responding to RFP requests
- Fully conversant in all elements of MS Office software
- General knowledge of Canadian climates and geography
- General knowledge of business drivers of primary target markets and the direct competitors within these markets
- Previous experience with winter road maintenance operators or related Transportation accounts an asset

Competencies:

- High energy, effective relationship manager, comfortable developing new business relationships across all levels of an organization
- Detail orientated with strong planning and organizational skills
- Familiarity with the “RFP” tendering process
- Effective communications skills – written and verbal including high level of comfort in making formal presentations to clients
- Ability to negotiate pricing and contractual terms to close a sale
- Self-motivated with the ability to work independently or as a member of a team
- Critical thinking skills for problem resolution
- Works under pressure; handles multiple concurrent tasks and works to meet tight deadlines
- Candidates must be results-driven with a proven ability to sell and project a positive, professional attitude.

Working Conditions:

Regular overnight travel and extended hours are required. Auditory concentration to fully understand and respond to client needs is a regular requirement.

Qualified applicants should submit their resume to: *Human Resources*, Fax: 905-829-1332 or email: hr@pelmorex.com. Please quote: “**Account Executive, Western Canada**” in the subject line. Pelmorex is committed to equity in the workplace. We thank all applicants for their interest, but only those selected for an interview will be contacted.