

**Position Title:** Inside Account Manager

**Reports To:** Inside Sales Supervisor

**Location:** Corporate Office 225 Tech Park Dr. Rochester, NY 14623

**Position Summary:** EMA needs additional Account Manager\Inside Sales Representatives to manage the existing client base and to close new business. To increase revenue and build client relationships by increasing prospect targets, leads, and sales through inbound and proactive contact with our prospects and existing client base.

**Essential Functions:**

- Use relationship, negotiation, and probing skills to manage accounts
- Use consulting skills and technical knowledge to develop and maximize opportunities
- Give on-line and phone presentations
- Coordinate product demonstrations
- Up sell and cross sell new products, "add-ons", services, content, and maintenance subscriptions
- Develop client expansion opportunities
- Alert clients to any important product updates
- Verify client satisfaction and proactively handle any issues\problems.
- Ask for referrals to target and develop into leads
- Generate and develop new prospect leads
- Generate sales campaign ideas and be a part of the execution of campaigns
- Manage relationships with decision maker, user, and technical contacts
- Monitor perceived and real competition
- Inbound Prospect Calls and E-mail Inquiries
- Inbound Client Calls and E-mail Inquiries
- Outbound Tradeshow Follow Up
- Outbound Client Campaign and "Check Up" Calls
- Inbound Client Upgrade & Expansion Sales
- Outbound Prospecting and Lead Development
- Inbound & Outbound New Account Sales
- Outbound Maintenance Contract Renewals

**Education, Experience, and Skills Required**

- 4 Year Degree is Desired.
- Proven Software Solution Sales Experience a Plus.
- Proficiency with CRM, Microsoft Word, Excel, Outlook, PowerPoint.
- Initiative, Strong Work Ethic and Positive Attitude.
- Organizational Skills.