

# ACCOUNT DIRECTOR

## OVERVIEW

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- **Description:** Versado Training is searching for a competitive individual who thrives in fast-paced business environments. The Account Director will search for, initiate, and develop relationships within key accounts and serve as the bridge between the sales process and Versado's project teams as projects are awarded and developed.
- **Purpose:** The purpose of an Account Director at Versado is to build connections, deepen relationships, create business opportunities, and set our talented team of developers and consultants up for success before and during a project. Versado provides custom consulting and design solutions for our clients, so there is a deep and dependent relationship between Accounts (business development) and Services (the team providing the solutions). Versado seeks to grow FOR our people, not at their expense. The Account Director must develop meaningful, positive relationships with our clients and industry partners to maintain the high degree of trust necessary for company growth and the execution of creative, custom, best-in-class learning solutions. Throughout the project life cycle, the Account Director must also foster growth with our internal team and services by offering advanced industry insights that help us deliver training solutions more thoughtfully and effectively.
- **Engagement Details:** Full-time, remote work, with minimal travel requirements
  - No relocation requirements, although our clients work across various international time zones and flexible work hours are occasionally required
  - No routine travel requirements, although we do have company meetings, conferences, and pitch meetings with clients throughout the year
- **Salary Range:** combination of base salary and commission-based bonus structure
- **Requirements:**
  - Bachelor's degree in health sciences, marketing, or related field
  - Business-to-business account management experience, preferably in a consulting field
  - Life sciences industry knowledge and experience strongly preferred

## KEYS FOR SUCCESS

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- Motivation for business development and company growth
- Strategic territory management skills
- Fundamental sales skills, such as prospecting, presenting, negotiating, closing
- Client services and relationship management skills
- Team leadership and collaboration

## RESPONSIBILITIES

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### STRATEGICALLY MANAGE ACCOUNT DEVELOPMENT

- Understand the full landscape and context of a new client and/or business relationship
- Monitor competition by gathering current marketplace information on pricing, products, new innovations, delivery schedules, and merchandising techniques
- Take a holistic look across our client accounts to make strategic and thoughtful decisions regarding existing and future projects
- Generate new business leads and opportunities for Versado, ensuring we are representing the Versado brand accurately and effectively
- Orchestrate virtual sales channels, including social media, presentation technology, and webinars
- Keep management informed by submitting activity and results reports, such as daily call reports, weekly work plans, and monthly and annual territory analyses

### STRATEGICALLY CONNECT OUR SERVICES/PRODUCTS/TEAM TO CLIENT NEEDS

- Adjust content of sales presentations by understanding the product landscape and focusing the information pertinent to the specific client need
- Clearly communicate unique client needs to Versado team members in order to craft and design appropriate next steps; Versado develops custom solutions for our clients, so our solutions are only as good as the team's understanding of the client need
- Maintain professional and technical knowledge by attending educational workshops, reviewing publications, establishing personal networks, and participating in professional organizations
- Recommend changes in products, service, and policy by evaluating results and competitive developments

## WORK INDEPENDENTLY AND STRATEGIZE TIME/RESOURCES

- Field initial calls, often individually (representing a broader team), and probe for general understanding of the issues or opportunities in order to inform the broader team
- Resolve customer concerns by investigating problems, developing solutions, preparing reports, and making recommendations to management and project teams
- Act as the “first line of defense” in driving procurement-related tasks during existing projects (scope changes, purchase orders, invoicing or payment issues) so the project team is able to focus on the project development needs
- Independently organize daily work schedule to call on existing and potential sales outlets and other trade factors; we work in a competitive industry and need to maintain connections with clients even/especially when we do not have active projects with them
- Attend regular status meetings to ensure thorough understanding of the projects as well as provide any necessary coaching or support to the team relevant to client needs
- Understand the likelihood and validity of an ask and parse responsibility downstream appropriately; our most expensive resource is our team and they depend on an Account Director to apply their time strategically to opportunities