

Account Executive

Company: BLS Entertainment, Inc.

Location: Evansville, IN

BLS Entertainment, Inc. is seeking a full-time Account Executive (outside sales) expert available for immediate hire for WEOA – 98.5 FM & 1400 AM.

Company Overview

The WEOA story began simply with a dream and a AM radio station. Twenty-one years and the addition of our FM signal, we are Evansville's go to urban media empire. We are in your ears with 1400 AM, 98.5 FM, streaming online 24/7 and the local name behind your favorite Hip Hop and R&B Urban Contemporary music programming. At BLS, we pride ourselves on hiring people who are dedicated and continue to challenge the norm while embracing a culture built on creativity and passion. It is our daily mission to attract, develop, and retain the brightest talent in the business. Using everything from terrestrial radio to the latest digital products, we create multi-platform advertising campaigns to exceed our clients' marketing objectives.

KEY RESPONSIBILITIES:

- Business to business sales, and superior management of both large and small accounts
- Prospecting, cold calling, and development of new sales opportunities
- Participation in team/market efforts, meetings and events
- Assist with collection efforts from clients
- Create client-focused sales plans to meet/exceed goals in conjunction with Target and Key Account development
- Meet weekly and monthly sales objectives (cold calls, appointments, presentations & closed deals)

CRITICAL COMPETENCIES FOR SUCCESS:

- Highly motivated and creative individual who is looking for ways to innovate
- Committed to building and developing new relationships
- Maintaining and building strong relationships with new and existing clients
- Self-motivated with the ability to work independently

EDUCATION/QUALIFICATIONS:

- Minimum 1 year business to business sales experience in media, cable, or digital advertising
- Professional demeanor, excellent verbal and written communication and customer service skills
- Successful track record working with major accounts
- Knowledge of and proficiency in Microsoft Office, Word, PowerPoint, and Excel
- Effective relationship building and negotiation skills
- Must be able to generate leads through canvassing (door knocks) within your territory, set qualified appointments, conduct solutions-based presentations with the goal of securing new business on a month-to-month basis
- Web sales, and CRM experience is a plus
- Must have a reliable vehicle, valid driver's license; clean driving record is a MUST

BLS Entertainment, Inc. is an Equal Employment Opportunity employer - All qualified applicants/employees will receive consideration for employment without regard to that individual's age, race, color, religion or creed, national origin or ancestry, sex (including pregnancy), sexual orientation, gender, gender identity, physical or mental disability, veteran status, genetic information, ethnicity, citizenship, or any other characteristic protected by law. To apply email resume to weoa_1@yahoo.com