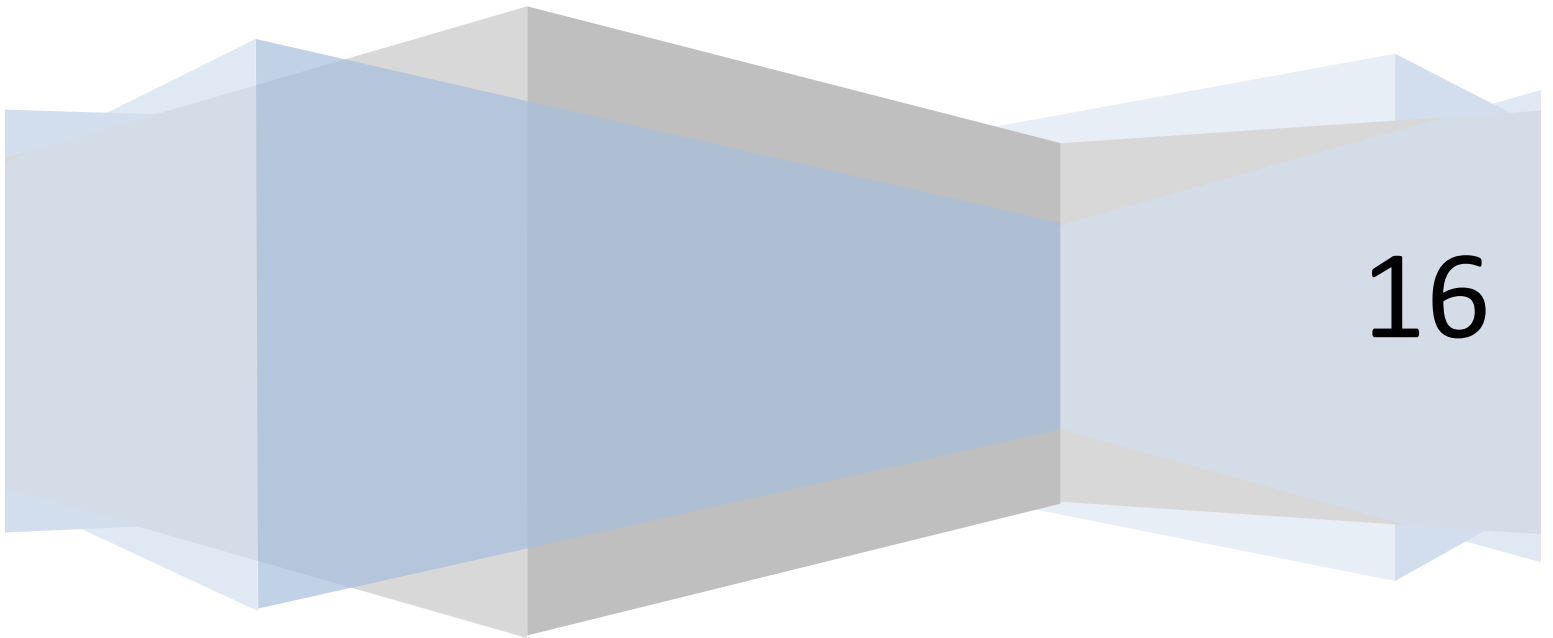


Sample Role Scorecard

Position: Senior Account Manager

Hiring Manager: Tricia Elder, Executive Director of Client Services & Strategy





Role Scorecard

Functional Role: Senior Account Manager

Date scorecard updated: April 21, 2016

This role reports to: Tricia Elder, Executive Director of Client Services & Strategy

Mission of Company:

mobileStorm's goal is to create the most intelligent communication platform on the planet. We provide a cloud-based mobile communication platform that helps organizations reach & engage consumers in multiple ways. By combining technology and expertise we enhance our customer's communication relevancy. Relevant communication is the fuel that helps drive an organization's goals whether it's in driving revenue or reducing costs.

Purpose of the role:

mobileStorm, Inc. is looking for a highly motivated Senior Account Manager seeking a role with growth opportunity. This position will manage mobile & email marketing campaigns and interact with senior-level clients, utilizing mobileStorm products and services to grow their businesses. Success requires consultative, solutions-oriented sales and customer service skills in addition to intense personal energy and focused activity. A critical factor of achievement in this role is the ability and desire to identify opportunities to improve client programs and grow revenue. Candidate must be comfortable selling to obtain new business or upgrade existing business.

The role involves handling multiple accounts and may require longer working hours during busy seasons. In return, we are offering a competitive salary package with an uncapped commission structure; your sales ability will control your earnings in this growing sector.

Role Accountability and Performance Requirements: (review every quarter)

Key Duties:

- ❖ Proactively manage and grow a portfolio of assigned enterprise level clients
- ❖ Close renewal business on a monthly basis, meeting or exceeding quota
- ❖ Manage client expectations and assume ownership of deadlines and deliverables to ensure that mobileStorm is able to deliver the required levels of service
- ❖ Support outbound sales efforts as needed to generate new tier-level business
- ❖ Develop upgrade pipeline by analyzing needs of existing clients, identifying new services or changes to existing services, and closing sale
- ❖ Report to team on status of Upgrade/Renewal/Metered targets for weekly sales/marketing meeting
- ❖ Source and develop client referrals from senior-level managed accounts
- ❖ Demonstrate a clear understanding of the business, focusing on core issues



- ❖ Work with Exec Director of Client Services & Strategy to develop/execute strategies to retain existing core clients and upgrade/win profitable new ones
- ❖ Organize and deliver executive level presentations.
- ❖ Develop client proposals and negotiate renewal contracts
- ❖ Effectively write and provide content for marketing (blog posts, white papers, webinars etc.)
- ❖ Generate messaging by recommending and implementing email and mobile campaigns
- ❖ Prepare/execute client email and mobile marketing plans and schedules
- ❖ Coordinate and manage the efforts of cross-departmental personnel including Compliance/Technical Support Representatives and Jr. Account Managers for day-to-day tasks and support coverage schedule
- ❖ Work to prevent client churn by addressing cancellations immediately and preventing them from happening
- ❖ Communicate and collaborate with customers, business process stakeholders and managers on shared service offerings.
- ❖ Regularly interact with industry leaders and target users to stay abreast of industry changes
- ❖ Represent mobileStorm at industry events promoting company market presence
- ❖ Minimal travel to client locations as needed (expected to be less than 10% travel)
- ❖ Participate in team meetings and ideation sessions
- ❖ Practice and live the core values



Company Core Values:

Make Decisions – We believe decisions should be made by those closest to the issue or those most affected by it. Top down management is old school; make decisions on your own, but ask the advice of others before executing it.

Practice Transparency – Share all kinds of information, often. A transparent organization is a trustworthy one.

Be Successful – Success comes from hitting your goals on a consistent basis. Have a plan for “how” you’ll hit your goals and evaluate often; that way you always know where you stand.

Provide Customers with a Legendary Experience – Happiness, honesty, company support, empathy, and solutions are the core principles of what we like to call “Legendary Customer Service.” Give your customers an experience that will become a thing of legend.

Have a Healthy Work/Life Balance– We believe that fun cannot be had without work, and work cannot be done without fun. Make sure you always balance the two, or you won’t be able to live up to the other core values.

Thirst for Knowledge– Smart people can add value in any situation. The more you educate yourself, the more valuable you will be to everyone around you.



<p>Key Performance Indicators:</p> <p>* There may be some additional KPIs created and agreed to before offer is made</p>	KPI #1		KPI #2	
	Achieve Monthly Upgrade (Monthly Recurring Revenue) Quota	Ranges	Maintain Under 6% Quota Churn	Ranges
	Going great	≥ 90%	Going great	< 5%
	Slipping	≥ 70%	Slipping	≥ 5%
	Failing	< 70%	Failing	≥ 6%
	KPI #3		KPI #4	
	Pay-As-You-Go (Monthly Variable Revenue) Goal	Ranges	Demonstrating & supporting core values	Ranges
	Going great	≥ 90%	Going great	5
	Slipping	≥ 70%	Slipping	≥ 4
Failing	< 70%	Failing	≤ 3	

Recruiting Requirements:

<p>Behavioral Competencies: <i>(not in order)</i></p>	1	Strategic Thinking	2	Sales
	3	Decision Making	4	Integrity
	5	Resourcefulness/Initiative	6	Time Management
	7	Independence	8	Customer Focused
	9	Presentation Skills	10	Team Player

<p>Qualifications:</p>	<ul style="list-style-type: none"> ❖ 5+ years experience in marketing, account management, project management, analytics or consulting within the marketing or technology services arena, preferably in a SaaS environment. ❖ Previous account management or customer success experience ❖ 2+ years experience in sales or a revenue driven role ❖ Experience with email, mobile, and digital media marketing and analytics ❖ Experience with Casino , Hospitality, Retail/e-Commerce and/or Agencies ❖ Previous work with customers to develop strategies leading to successful software implementation and usage. ❖ Experience with Hubspot CRM, Excel, Word, PowerPoint & Outlook ❖ Understanding of digital marketing strategies and how it can drive ROI for clients
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- ❖ Goal-oriented, with ability to not only conceptualize strategies but also manage and optimize them throughout their lifecycle
- ❖ Strong organizational skills, with the ability to manage and develop various strategies at different stages
- ❖ Excellent communication skills, to both internal and external stakeholders, both oral and written, including authorship of product or strategy related documentation
- ❖ Must work well as a part of a team in a fast-paced, deadline-driven environment.
- ❖ College degree in Marketing, Advertising, Communications, Business, or other domain-related field

Skills / Abilities / Talents:

- Leadership, strong work ethic, ability to work independently and be productive without close supervision, self motivated, and team oriented.
- Confident, knowledgeable and well-spoken with an ability to interact and present to clients at all levels including Executive and C-Level.
- Strong ability to listen, a sense of humor and a passionate tenacity for delivering results
- Strong sense of urgency and experience working with internal and external teams
- Ability to think creatively with excellent problem solving skills
- Can take charge and thrive in uncharted territory or ambiguous circumstances.
- Strong analytical skill set to decipher client needs and recommend solutions
- Understanding of software, marketing, and analytics terminology, strategies, and concepts.
- Capable of managing high stress situations and dealing with changes.
- Excellent communication (written and oral) and organization skills.
- Able to identify key players in organizations and possess the ability to convert business issues into solutions.
- Comfortable selling to obtain new business or upgrade existing business. Strong closing skills is essential.

Previous Experience:

The ideal Candidate will have 5 - 10 years' experience either at an agency or on the client side of the business working in as a Marketer, Account Manager, Consultant, or Project Manager. This person has aptitude, interest and experience in digital marketing, analytics, customer success, account management, consulting and sales experience in a SaaS environment.

Candidate must have a strong grasp of how to take initiative, focus amid distractions, make well thought-out decisions and take the lead in prioritizing tasks and giving/executing strategic direction to ensure that profitability and client satisfaction goals are met.

In return we are offering a competitive salary package with an uncapped commission structure; your sales ability will control your earnings in this growing sector.