

Creative Realities ([www.cri.com](http://www.cri.com)) is a systems integration company that can design, develop and deploy digital experiences that inspire and enrich the consumer and shopper journey at Retail. We guide Fortune 100 Brands and Retailers across a variety of categories and industries on how best to apply technology in function of their marketing, store, or customer objectives and can deliver end-to-end retail services from experience planning through to execution, and ongoing support and maintenance.

We are currently seeking an experienced, enthusiastic Account Executive to join our rapidly growing Sales organization and drive business development across multiple industries. The qualified candidate must be able to understand customer business issues, navigate the buying process and articulate the appropriate CRI solutions, resulting in new sales. This position will be a remote/work-from-home opportunity reporting to the Vice President of Sales. This position will require travel, up to 50%.

**Responsibilities include but are not limited to:**

- Research target market segments to develop a thorough understanding of business needs, industry trends and buying behaviors
- Develop new opportunities and build a robust sales pipeline through aggressive prospecting, cultivating referrals, leveraging partner relationships, and personal marketing
- Learn the features/benefits, value proposition and competitive differentiators associated with CRI's services and be capable of demonstrating to external decision makers
- Work closely with colleagues, including sales engineers and senior management to capture business requirements and align solutions with opportunities
- Close business to achieve or exceed assigned goals and objectives for sales revenue and gross margin
- Develop and deliver high-impact sales presentations
- Provide management with progress briefings of prospect/client opportunities and accurate forecasts of quarterly sales projections
- Update CRM in a timely manner with all account, contact, activity and opportunity details
- Participate in sales meetings, networking and business development events along with other duties as assigned

**Education and Experience:**

- Bachelor's Degree preferred, 7+ years of business-to-business sales experience
- Proven success building new business relationships with executive-level management;
- Experienced in and comfortable with cold-calling; experienced in consultative sales with long sales cycles

- Background in selling technology solutions for luxury brands, specialty retail, automotive, hospitality or financial services strongly preferred
- Knowledge of digital signage, commercial display solutions, and/or interactive kiosk industries preferred
- Experienced user of software CRM tools. Proficient with Microsoft Office applications.
- Strong technical aptitude and ability to translate technical concepts for non-technical buyers

**Key Competencies/Behaviors:**

- Professional demeanor with unquestionable integrity; focused on customer satisfaction
- Self-motivated, achievement-oriented with superior planning and time management skills
- Excellent written communication and presentation skills
- Team oriented; Ability to collaborate cross functionally and to influence without direct authority
- Positive attitude; willingness and initiative to learn
- Must be comfortable working in a deadline-oriented, fast paced business environment with shifting priorities.

Qualified applicants for this position can submit qualifications to [salesjobs@cri.com](mailto:salesjobs@cri.com)

*CRI is an Equal Opportunity Employer.*