



**Position:** Account Executive, Direct  
**Department:** Sales  
**Reports to:** Director, Sales Operations  
**Revision Date:** March 20, 2025  
**Total Compensation:** OTE 100K Plus

### **About Us:**

L Squared is a SaaS company building the next generation of communication solutions for the modern business that harnesses the power of data, analytics, and a simple user interface to organize, distribute and publish content that is dynamic, relevant, and personalized. “The L Squared Hub” is an industry-leading secure cloud content management and distribution platform that supports SMB and Enterprise allowing any business to easily take their critical information and present it to customers, employees, and decision makers either on demand or by scheduling. Featuring an off-the-shelf or customized platform, that creates immediate visibility to core business metrics, communications, or simply information to keep key employees informed by bringing data, analytics, and communications to the forefront that empower employees to be more knowledgeable, productive, and informed.

Our best-in-class user interface combined with our cloud platform turns any existing TV, digital display, dashboard, desktop, or mobile device, anywhere in the world, into a powerful communication medium that is relevant and personalized.

### **Fit:**

We have grown rapidly over the past several years, supporting high-profile clients across North America and Europe. We are gearing up for even faster growth and looking for self motivated, passionate, and S.M.A.R.T team players that love to work in fast-paced, creative environments who believe in growth, teamwork, integrity, mutual respect, quality work, and being customer obsessed to join our team.

If you think you would be a great fit for our team, please apply today.

### **What the Company Will Provide to You:**

- A fun, fast-paced, open, and friendly work environment
- Competitive average salary
- Training & Development opportunities
- Paid Personal time off
- Company events
- Gym and Retail Perks
- Commission and Performance Incentives





## About the Role

We are seeking a dynamic and results-driven Account Executive to join our team. In this role, you will be responsible for managing client accounts, driving business development initiatives, and fostering strong relationships with our customers. You will leverage your expertise in account management and sales to analyse market trends, communicate effectively with clients, and negotiate contracts that meet their needs.

## ROLES & RESPONSIBILITIES

- Serve as the lead point of contact for all customer account management matters
- Effectively perform demos of our product to the potential customers
- Build and maintain strong, long-lasting client relationships
- Negotiate contracts and close agreements to maximize profits
- Develop trusted advisor relationships with key accounts, customer stakeholders and executive sponsors
- Ensure the timely and successful delivery of our solutions according to customer needs and objectives
- Clearly communicate the progress of monthly/quarterly initiatives to internal and external stakeholders
- Develop new business with existing clients and/or identify areas of improvement to meet sales quotas
- Forecast and track key account metrics (e.g. quarterly sales results and annual forecasts)
- Prepare reports on account status
- Collaborate with sales team to identify and grow opportunities within territory
- Assist with challenging client requests or issue escalations as needed
- Manage and nurture client accounts to ensure satisfaction and retention.
- Utilize our CRM for tracking sales activities and analysing performance metrics.
- Collaborate with marketing teams to align strategies and enhance brand visibility.
- Other duties as assigned

## QUALIFICATIONS AND EDUCATION REQUIREMENTS

- Proven work experience as an B2B Account Manager, Key Account Manager, Sales Account Manager, Junior Account Manager or relevant role (4-5 years)
- Demonstrable ability to communicate, present and influence key stakeholders at all levels of an organization, including executive and C-level
- Solid experience with CRM and MSFT suite.
- Experience delivering client-focused solutions to customer needs
- Proven ability to juggle multiple account management projects at a time, while maintaining sharp attention to detail
- Excellent listening, negotiation and presentation abilities
- Strong verbal and written communication skills
- Bachelor's in business administration.

