



Position Title	Account Manager – Marketing Solutions
Status	Full Time, Permanent
Reports to	Marketing Solutions Manager
Location	225 Select Ave., Toronto
Apply to	people@canfitpro.com

Job Summary

The Marketing Solutions Account Manager is responsible for the portfolio management of Business to Business accounts. Measured against sales goals, the incumbent is expected to monitor and track their progress through the sales cycle.

Summary of Duties and Responsibilities

- Demonstrate professionalism with prospective and existing customers
- Maintain daily sales activity, prospecting, and selling goals presented
- Achieve customer retention and acquisition expectations based on goals
- Work with Marketing Solutions Manager to support annual budget and strategic planning goals
- Prospect for new business using all communication and prospecting methods available including phone calls, emails, online media, and trade shows
- Contact new and existing customers for upsell and upgrade opportunities available
- Service accounts to maintain customer engagement, peak interest, increase retention, and achieve high-level overall satisfaction.
- Provide insight of key accounts and new developments weekly during progress meetings
- Monitor monthly sales progress towards the Key Performance Indicators regularly
- Work with other internal teams to deliver a quality experience to customers at internal conferences, trade shows, and with other media advertising solutions
- Support Accounts Receivables with the collection of overdue payments
- Provide updates and oversight of events assigned annually
- Able to work some evenings or weekends as required
- Able to travel to events in Canada or Internationally if required for business purposes
- Willingness to accept other responsibilities subject to the success of the role, the Marketing Solutions Team and the company.

Qualifications

Experience

- Minimum of 3 to 5 years sales experience



- Preferred sales experience in event related and marketing related sales
- Sound knowledge of the fitness industry

Education

- Post secondary education preferred

Knowledge, Skills and Abilities

- Confidence to approach new business opportunities without fear of rejection and the ability to be persistent
- Strong relationship building skills
- Excellent verbal and written communication skills
- Superior time-management with the ability to work independently without supervision
- Exceptional presentation skills
- Computer skills are a basic requirement, including Word, Excel, Outlook, Access and PowerPoint.

Relationship Management

- Work closely with all levels of the organization
- Establish and maintain professional working relationships through strong communication, follow-up and action

Working Conditions

- This position is based out of canfitpro Home Office at 225 Select Ave. Toronto
- Mainly weekdays, occasional evenings and weekends
- Occasional travel to include overnight stays

canfitpro is an equal opportunity employer. Upon request, we will make accommodations available during recruitment to applicants with disabilities.