

# Sales Account Manager

## Overview

The Flō Sales Account Manager serves as the main point of contact for prospective and existing accounts. Flō's DOAS+ Adaptive Multi-Path HVAC units (MPU) are unique in how they treat multiple air streams and utilize energy flow between HVAC and Refrigeration systems to optimize the store ecosystem. Flo's dedication to the retail food store space also serves the ecosystem of end users, consultants, contractors, and technology providers that design, build and commission stores. The overall objective of the Sales Account Manager is to establish and sustain these business relationships to find better ways to optimize Flō's client store environments and enterprises. The Sales Account Manager will grow MPU sales by gaining new customers and programs using Strategic Selling concepts and sustain long-term account values by migrating Flo up the Buyer-Seller hierarchy as defined by Mille Heiman's LAMP concept.

## Objectives of this Role

- To establish a growing sales pipeline and secure profitable backlogs of orders that support the business's delivery of the annual revenue plan.
- Act as the main point of contact in all matters relating to client concerns and needs on new and assigned accounts
- Leverage any and all Flō resources and team members to build and strengthen client relationships to achieve long-term partnerships by understanding focus and needs, and anticipating them in advance
- Maintain accurate client records, keeping track of any updates and communicating volume, obligations, and timing to the business
- Work with sales and other internal teams to develop strategic account plans and ensure KPIs are being met
- Develop a thorough understanding of Flō's products and service offerings to better upsell and cross-sell to clients and establish Flō's MPUs as the basis of design for prospective clients.

## Responsibilities

- As the primary contact, oversee needs qualifications, solution development, proposal generation, negotiations and closing, initiating the order fulfilment cycle and staying aware of post-sales support
- Support and solve problems for clients by understanding and exceeding their expectations
- Illustrate and present the value of products and services to create growth opportunities; may include the compilation and analysis of data to identify trends and justified business cases
- Stay on top of accounts and prospective customer opportunities, making sure they're receiving services that are within their budget and meeting their needs
- Follow up with clients regularly to ensure needs are being met and identify opportunities
- Participate in brainstorming, office activities, staff meetings and client meetings, researching and assisting with program development for existing clients and new prospects
- Meet regularly with other members of the team to discuss progress and find new ways to improve business
- Generate progress reports to give to clients and higher-ups within the organization
- Identify upsell, cross-sell, and renewal opportunities and communicate with the sales team regularly
- Participate in networking and leads qualifications to generate new business opportunities
- Maintain professional / technical knowledge by attending educational workshops, new product training, reviewing trade publications, attending conferences/trade shows, business networking, etc.

## Accountabilities & KPIs

- Build and sustain a weighted pipeline of sales opportunities that will support the achievement of the business's operating budget
- Sustain an orders backlog of sufficient volume, profitability, and timing to meet the account manager's portion of the business's revenue and profit goals
- Rigorous qualification of opportunities and fit to maximize the return on investment of company resources to secure work and elevate proposal win rates
- Participate within and support the overall sales team to share knowledge, learn and make the output of the whole larger than the sum of the parts
- Operate within upper management's approved investment budgets

## Skills and Qualifications

- Post-secondary education in engineering (preferably mechanical) or in another technical field
- Minimum 5 years of experience in commercial/industrial HVAC rooftop systems
- Minimum of 5 years in sales and/or customer facing consultative roles
- Project management experience is required
- Excellent relationship and team building skills
- Excellent communication and customer service skills
- Ability to work in a fast-paced and dynamic team-oriented environment
- Self-management skills, ability to work independently, self-directed
- Experienced in customer negotiations
- Experienced in developing and delivering presentations
- Experienced with MS Office Suite including PPT
- Excellent planning and organizational skills

## Preferred Qualifications

- In-depth knowledge of HVAC systems needs in supermarkets is an asset
- Miller Heiman Strategic Selling and LAMP Certified
- Mastery of consultative sales techniques
- Professional Engineering and/or Technical Certifications related to Built Environmental Controls

## Conditions of Employment

- Permanent full-time employment
- Travel to job sites, manufacturing facility, and customer locations as required/applicable
- Ability to work from home with a home-based office
- Valid passport: able to travel across North America

If you are interested in this exciting opportunity, please forward your resume in confidence to [careers@systemsflo.com](mailto:careers@systemsflo.com)

***While we appreciate the interest of all applicants, only candidates selected for an interview are contacted. No agencies, please. We are committed to fostering an inclusive, accessible work environment, where all employees feel valued, respected, and support. Flo will provide accommodation for applicants with disabilities as part of its recruitment process. If you are contacted to arrange for an interview, please advise us if you require accommodation.***