

MOVING TO ACCOUNT EXECUTIVE

Congratulations! You're ready to move from a **Sales Development Representative (SDR)** to an **Account Executive (AE)**. At this stage in your career you'll be building your own book of business, overseeing demos, and negotiating terms.



RESPONSIBILITIES



- Hone a consultative sell to address pain points
- Territory development and management
- Pipeline development
- Communicate expectations and timelines effectively
- Negotiate terms and contracts
- Be responsible for forecasting projected revenue
- Manage a full pipeline while closing deals
- Deal sizes (Milestones) - AE - less than \$100K, Mid-Market - \$250-500k, Enterprise - \$1M
- Selling to Managers, Directors, Companies with 1-500 employees
- Enterprise AE selling to VP and C-Level Executives, companies over 500 employees

OUR GUIDE TO BECOMING AN ACCOUNT EXECUTIVE

betts recruiting

LET'S CONNECT!



San Francisco, New York City, Austin, Chicago, Los Angeles

www.bettsrecruiting.com

hello@bettsrecruiting.com

415.318.7520

BETTS TIPS



- The majority of Account Executives in SaaS are promoted internally based on merit. (Not impossible to get hired externally, just significantly more challenging)
- Build a roadmap with your manager for what you need to accomplish to be eligible for promotion
- Have clear markers in place to motivate you to get to the next level
- Don't be afraid to make a lateral move if there's no headcount for AE's at your current company or they don't have a mid market position available for you

PRACTICE MAKES PERFECT



- Pitching
- Overcoming objections (something you'll deal with throughout your sales career)
- Team selling - Leveraging your team and trading titles. Working collaboratively with the Customer Success, Marketing, Engineering, and Sales Operations teams

QUALIFICATIONS



- Competitive personality
- Experience building your own outbound pipeline
- Consultative sales approach
- Hunter mentality
- Outside sales experience
- Successful track record of exceeding quota
- Rolodex (contacts in the space)
- Familiarity with Salesforce.com (or similar CRM) and prospecting tools

AE SALARIES



- San Francisco, CA - \$70-90K | \$140-180K*
- New York, NY - \$60-75K | \$120-150K
- Austin, TX - \$45-60K | \$90-120K
- Chicago, IL - \$50-70K | \$100-140K
- Los Angeles, CA - \$60-75K | \$120-150K

* Base | OTE, OTE refers to On Target Earnings