

MOVING TO ENTERPRISE ACCOUNT EXECUTIVE

Moving on up! You did your time as an **Account Executive (AE)** and you're looking to take on bigger deals and drive forward current relationships into long term partnerships as an **Enterprise Account Executive (EAE)**.



RESPONSIBILITIES



- Build and maintain relationships with executive level decision makers
- Ability to sell to multiple decision makers
- Liaison with product and marketing teams to create strategic upsell partnerships
- Serve as an internal champion for the client experience with product, finance, and marketing teams
- Execute deal sizes upwards of six figures
- Territory development and management
- Be responsible for forecasting projected revenue
- Selling to VP and C-Level executives

EAE SALARIES



- San Francisco, CA - \$120-160K | \$240-320K*
- New York, NY - \$120-160K | \$240-320K
- Austin, TX - \$120-170K | \$240-340K
- Chicago, IL - \$120-140K | \$240-280K
- Los Angeles, CA - \$120-170K | \$240-340K

* Base | OTE. OTE refers to On Target Earnings

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

LET'S CONNECT!



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

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BETTS TIPS



- The majority of Enterprise Account Executives in SaaS are promoted internally based on merit. (Not impossible to get hired externally, just significantly more challenging)
- Start looking into leadership pathways whether they be moving into a more strategic role or a managerial role
- Don't be afraid to make a lateral move if there's no headcount for EAE's at your current company or they don't have a mid market position available for you
- Network - as an EAE you are going to be responsible for influencing key stakeholders. In addition to your POC at businesses you are going to need to influence and partner with IT, Finance, and Legal to name a few. Make sure you build up your network as well as your expertise in order to navigate these new conversations
- Build genuine relationships with your decision makers. Enterprise deals have a much longer deal cycle and your going to be speaking with these people for a while to come

PRACTICE MAKES PERFECT



- Differentiate between direct sales and channel sales, decide a preference
- Upselling clients to maintain long term sales cycles
- Excess responsibility - how can you take on additional tasks that look forward into your next role as a sales manager

