

# Strategic Wellness Account Executive



Terryberry is looking for a competitive Strategic Wellness Account Executive to develop vertical sales strategies and attract new customers. This role is focused on creating opportunities through prospecting employer groups directly, through Brokers/Consultants, and through existing Payor partnerships. The candidate will respond to and manage leads from prospect to customer, source new sales opportunities, and close sales to achieve targets. The successful candidate will play a key role in increasing income and revenue by managing and negotiating with clients, fielding, and generating leads, and qualifying prospects.

## About Terryberry

We are Terryberry, the recognition and engagement company that ignites employee success. While we have been in the business of employee recognition for +100 years, we are entering one of the most exciting times of our history as we transition to an employee engagement SaaS led organization. We are headquartered in Grand Rapids, MI; with locations throughout North American and the UK. Are you interested in joining a dynamic growth company which has a real purpose?

Email your resume to [careers@terryberry.com](mailto:careers@terryberry.com)

### Responsibilities

- Drive customer acquisition using various sales methods (lead generation, product demos, presentations, etc.)
- Forecast sales, develop sales strategies/models, and evaluate their effectiveness – Salesforce fluency is a plus
- Grow Terryberry's business in B2B, Broker, and Payor channels
- Evaluate customer needs and add value based on Terryberry's products and strategies
- Meet personal and sales targets
- Research accounts, develop focused strategies and follow through on sales leads
- Attend meetings, sales events, and training to keep abreast of the latest developments
- Report and provide feedback to management using financial statistical data

### Skills and Experience

- 3-5 years of proven sales experience
- Strong knowledge of Wellness and Wellbeing products, competitors, and market position
- Working knowledge of Broker/Consultant and Payor/Carrier sales strategies and tactics. Having a strong roster of these relationships will be a differentiator
- Track record of over-achieving target
- Experience working with Salesforce or similar CRM
- Familiarity with different sales techniques and pipeline management
- Ability to utilize and leverage multiple technical sales tools
- Extensive experience with PowerPoint, and other programs on the Microsoft Office platform
- Strong communication, negotiation, and interpersonal skills
- Ability to work and be productive in a home office environment
- Driven, self-starting, and self-motivated