Job Description
Swank Motion Pictures, Inc.

Position Title
Account Executive - HealthCare Entertainment

Position Summary
This position is responsible for selling our Hospital Digital Cinema Entertainment program to hospitals throughout the United States. The Account Executive’s primary responsibilities are to identify the correct buyer(s) at each prospective hospital, build relationships with these contacts, identify their needs/requirements, and ultimately sell our product as a value-add to the hospital’s patient experience program.

Essential Functions
The ability to effectively plan, organize, and setup appointments with prospective customers is important. Other accountabilities include:

- Assist with development of various sales and marketing initiatives intended to increase sales.
- Research and identify the correct decision makers in a hospitals org chart
- Qualify prospects by asking the right questions so as to uncover value
- Creatively position our product as a resource for multiple value-add services
- Close sales with professional and well-constructed sales presentations.
- Ability to understand and sell technological aspects of the product design/implementation
- Utilize Salesforce and other database resources to understand current and accurate prospect information, sales conversations and goals.

Experience
2-4 years of outside or inside sales experience required. Must be willing to spend at minimum 50% of time in the office to work on strategy for prospective customers. Must have excellent presentation skills and the ability to speak in front of C-level decision makers.

Professional Requirements
Will utilize Microsoft Word, Excel, Outlook and Internet Explorer as well as Salesforce.com in communicating internally and externally. Previous selling experience within a Technical field. Travel for conferences and sales presentations is required up to 40%.

Personal Requirements
Maintains the highest level of professional standards by communicating effectively, following through in a timely manner, and committing to personal
development as well as team objectives that will enable Swank to provide a quality product, increase sales and market share.