



Job Description –Account Executive

4565 Reid Road, Elon, NC 27244

Ideal Candidate Location: **Remote Position** (not NY or CA)

About WORD Rock Drills

WORD Rock Drills is a family-owned and faith-based manufacturer of high-quality rock drilling attachments for skid steers and excavators. Founded in 2006, we are a growing company based in Elon, North Carolina, serving diverse industries, including solar, foundation, mining, fencing, and more. We are committed to providing versatile drilling solutions, delivering exceptional customer service, and building lasting relationships with contractors and distributors.

Our Core Values:

- **Diligent:** We are proactive, assertive, solutions-oriented, and detail-focused, with a commitment to excellence.
- **Positive:** We approach our work with a cheerful, friendly, and solution-focused mindset.
- **Servant:** We are helpful, respectful, and act with integrity, prioritizing our customers' needs.
- **Humble:** We prioritize customers, are eager to learn, admit mistakes, and encourage teamwork.
- **Listener:** We strive to truly understand perspectives, not just respond.

WORD Rock Drills Sales Leadership:

- Paige Durham, CEO
- Adam Durham, COO
- Dino Skerlos, Interim Sales Leader

Job Description – Account Executive (AE)

WORD Rock Drills is seeking a highly motivated and results-driven Account Executive (AE) to join our growing sales team. The AE will be a key player in driving new business and expanding existing accounts, targeting both end-user contractors and equipment distributors. This role involves managing the complete sales cycle, from prospecting and lead generation to closing deals and ensuring customer satisfaction. The successful candidate will be a self-starter with excellent communication and interpersonal skills, a strong mechanical aptitude, and a proven track record in B2B sales. This position requires comfort with outbound sales campaigns, networking, occasional travel for customer visits and trade shows, and a consultative selling approach.



Key Responsibilities:

- **Quota Achievement:** Consistently meet or exceed assigned monthly, quarterly, and annual sales quotas for drills, parts, and accessories.
- **Outbound Prospecting:** Proactively generate new leads through cold calling, emailing, networking, and other outbound sales activities, targeting potential customers not currently engaged with WORD or our distributors.
- **Pipeline Management:** Identify, qualify, and nurture sales opportunities. Build and maintain a robust sales pipeline, accurately tracking progress in the CRM (HubSpot).
- **Distributor Management:** (For assigned distributors) Build and maintain strong relationships, provide product support and training, set and track growth targets, and collaborate on sales strategies.
- **Lead Qualification:** Thoroughly qualify leads using the Customer Discovery Questions and established criteria to ensure efficient use of resources and focus on high-potential opportunities.
- **Solution Development:** Analyze customer needs and recommend appropriate WORD Rock Drill products (drills, attachments, accessories). Collaborate with Engineering for custom solutions when necessary.
- **Quoting and Proposals:** Prepare accurate, professional, and timely quotes, adhering to the established internal review process for non-standard orders.
- **Follow-Up and Closing:** Proactively follow up on quotes and leads, address customer questions and concerns, and effectively negotiate to close deals.
- **CRM Management:** Maintain accurate and up-to-date records in HubSpot, including contact information, deal stages, sales activities, and forecasting.
- **Customer Experience:** Ensure a positive and seamless customer experience throughout the sales process, from initial contact to post-sale support.
- **Sales Meetings:** Actively participate in sales meetings, share best practices, and contribute to team strategy.
- **Trade Shows:** Represent WORD Rock Drills professionally at industry trade shows and events, generating leads and building relationships.
- **Product Knowledge:** Maintain a comprehensive understanding of WORD's product line, competitor offerings, and industry trends.
- **Collaboration:** Work effectively with internal departments (Operations, Marketing, Engineering, and Customer Support) to ensure smooth order fulfillment and customer satisfaction.
- **Ethical Conduct:** Uphold the highest ethical standards in all sales activities, adhering to company policies and values.