



Make a Way.

Position: Account Executive

Job Type: Full-time/ Exempt

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:

- **Above and Beyond:** Go above and beyond in attitude and effort
- **Fun:** Not everything we do is fun, but we have some fun every day
- **Row Together:** Communicate. Work together. A boat doesn't go forward if everyone is rowing in their own direction.
- **Navigator:** We prioritize customers, are eager to learn, admit mistakes, and encourage teamwork.
- **Grit:** Committed to the team and goals even when things get tough. We don't wait for a way, we make a way.

Summary

WORD Rock Drills is seeking a highly motivated and results-driven Account Executive (AE) to join our growing sales team. This role is responsible for driving new business and expanding existing accounts with end-user contractors and equipment distributors. The AE manages the full sales cycle, from prospecting and lead qualification through closing and post-sale support.

The ideal candidate is a self-starter with strong communication and interpersonal skills, mechanical aptitude, and a proven record of success in B2B sales. This position requires comfort with outbound prospecting, a consultative sales approach, and occasional travel for customer visits and trade shows.



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Key Responsibilities:

Quota Achievement

- Meet or exceed assigned monthly, quarterly, and annual sales quotas for drills, parts, and accessories

Lead Management & Prospecting

- Respond promptly to inbound inquiries via phone, email, and web forms
- Proactively generate new business through outbound prospecting, including cold calling, emailing, and networking

Pipeline & CRM Management

- Identify, qualify, and manage sales opportunities through the full sales cycle
- Maintain accurate records, activity tracking, and forecasting in HubSpot

Customer Discovery & Solutions

- Qualify leads using customer discovery questions and established criteria
- Analyze customer needs and recommend appropriate products and solutions
- Collaborate with Engineering and internal teams on custom solutions when needed

Quoting, Closing & Follow-Up

- Prepare and deliver accurate, professional quotes and proposals
- Follow up consistently, address customer questions, negotiate terms, and close deals

Customer Experience & Collaboration

- Ensure a positive customer experience from initial contact through post-sale support
- Work cross-functionally with Operations, Marketing, Engineering, and Customer Support to ensure smooth order fulfillment

Sales Engagement & Industry Presence

- Participate in sales meetings and contribute to team strategy
- Represent WORD Rock Drills at trade shows and industry events
- Maintain strong knowledge of products, competitors, and industry trends

Ethical Conduct

- Uphold company policies, ethical standards, and core values in all sales activities



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Education/ Experience:

- Bachelor's degree in Business, Marketing, Sales, Engineering, Construction Management, or a related field preferred, or equivalent experience
- 3+ years of successful B2B sales experience, preferably in industrial equipment, manufacturing, construction equipment, or heavy machinery
- Proven track record of meeting or exceeding quotas in a full-cycle sales role
- Experience selling to contractors, dealers, distributors, or equipment rental companies preferred
- Experience with outbound prospecting and CRM systems (HubSpot preferred)
- Experience selling technically complex or customizable products is a plus

Skills/ Qualifications

- Strong consultative selling and negotiation skills
- Mechanical aptitude with the ability to understand and explain technical products
- Excellent verbal and written communication skills
- Strong organizational, time management, and follow-up abilities
- Ability to work effectively in a fast-paced, growth-oriented environment
- Self-motivated, goal-oriented, and accountable for results
- Strong problem-solving skills and ability to collaborate cross-functionally
- Proficiency with Microsoft Office (or similar software) and CRM software

Working Conditions

- Position may be performed in a remote, hybrid, or office-based environment, depending on business needs
- Standard business hours, with flexibility to accommodate customer needs and time zones
- Prolonged periods of sitting and working at a computer
- Frequent use of phone, video conferencing, email, and CRM/software systems
- Requires a reliable internet connection and a professional, distraction-free work environment (for remote roles)
- Willingness to travel occasionally for customer visits, demos, trade shows and training or company events.
- May lift up to 50 lbs occasionally

Benefits

- Medical Insurance
- Dental insurance



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- Vision Insurance
- Health Savings Account
- Life Insurance
- 401(k) with Company match
- Paid Time Off and Holidays

We offer a variety of traditional and non-traditional benefits. Details of these offerings can be found on our careers page located at www.wordrockdrills.com/careers.

Compensation Package

- Base Salary
- Monthly Commission
- Quarterly Bonus Opportunities

This position profile identifies the key responsibilities and expectations for performance. It cannot encompass all specific job tasks that an employee may be required to perform. Employees are required to follow any other job-related instructions and perform job-related duties as may be reasonably assigned by his/her supervisor.

Note: WORD Rock Drills is an equal opportunity employer that encourages applicants from diverse backgrounds to apply. We are committed to fostering an inclusive environment where all qualified candidates are considered for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, or veteran status.