



Marketing
Systems
Group

Account Executive

Location: Horsham, PA

Status: Full time/Exempt

Reports to: Sr. Vice President

MARKETING SYSTEMS GROUP (MSG) is a provider of data and technology solutions customized for the survey, sensory and marketing research community. For more than thirty years, MSG has been investing in people and technology to meet the evolving needs of a dynamic industry, providing full service qualitative and quantitative global sampling and market research intelligence. MSG also offers a package of expert tools that go beyond sampling, including comprehensive list enhancement products, an innovative automated feedback and panel management platform, a state of the art predictive dialing telephony system, and a full suite of geographic information services. MSG is committed to delivering quality results for our clients — an ideal mix of know-how, experience, service, and innovation to make research easier and more responsive.

Job Summary:

The Account Executive is responsible for servicing his/her client accounts and developing new account leads by identifying and properly qualifying business opportunities. Duties include preparing formal business proposals; leading negotiations, coordinating complex decision making processes and overcoming obstacles to closure of sales.

Major Responsibilities:

- Generating sales by developing relationships with new clients and growing and maintaining relationships with existing clients
- Consult with and educate clients on the benefits of company's products and services
- Introduce new products and services to existing and new clients
- Cold prospecting skills a must
- Attend conferences where networking with existing and prospective clients is required
- Customer feedback solicited and communicated to appropriate personnel regarding products and services
- Working with internal staff to service the needs of the client
- Contribute to ongoing marketing efforts





Minimum Requirements:

- Bachelor's degree in Business Admin/Marketing/Market Research or the combination of experience and schooling
- 2 – 3 years business development experience preferably in the Market Research field or related work experience
- Working knowledge of market and/or social science research
- Ability to comprehend and sell technical products
- Excellent verbal and written communication, organizational and presentation skills
- Ability to work in a team environment
- Travel to client and prospective client sites and conferences required

Marketing Systems Group offers a competitive benefits package and casual working environment. Only resumes with salary expectations will be reviewed. No 3rd party inquiries will be accepted. You can mail, fax or email your resume to:

Marketing Systems Group
Attn: AE2019
755 Business Center Drive
Suite 200
Horsham, PA 19044
Fax: 215.653.7115
HumanResources@m-s-g.com

We are searching for a high-energy Account Executive who can recognize opportunities and turn leads into long-lasting partnerships. With their extensive product knowledge and understanding of industry trends, the Account Executive will communicate directly with clients and prospects, understand their individual needs, and recommend products or services that maximize value. The Account Executive may also assist in developing sales strategies and establishing quotas. You should be an adaptable, knowledgeable multi-tasker with strong computer and communication skills.