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| <b>Position Title</b> | B2B Sales Account Manager – Business Membership |
| <b>Status</b>         | Full Time, Permanent                            |
| <b>Reports to</b>     | Manager, B2B Sales & Strategic Partnerships     |
| <b>Location</b>       | 225 Select Ave., Toronto                        |
| <b>Apply to</b>       | people@canfitpro.com                            |

### **What is a B2B Sales Account Manager – Business Members?**

The Business Membership B2B Sales Account Manager is focused solely on account acquisition and retention of Business Members. Managing the full sales process from lead generation to closing a sale is the responsibility of the B2B Sales Account Manager including relationship management and servicing. Account Managers are expected to monitor and track their progress and achievements against sales goals.

### **What you will be doing?**

- Acquire new businesses into the Business Membership Program by selling the appropriate tiered package and manage the ongoing relationship development and onboarding of each account
- Contact fitness clubs, colleges, universities, municipality recreation centres, community centres, boutique studios, and other fitness facilities to schedule presentation meetings
- Conduct Business Membership Program presentations to potential new Business Members
- Prospect new clients and companies and acquire new leads for sales opportunities
- Contact new and existing Business Members regularly for the opportunity to upsell advertising
- Work with B2B Sales & Strategic Partnerships Manager to support annual budget and strategic planning goals
- Achieve monthly goals for sales activity and closure
- Service accounts to engage client interest, increase retention, and overall satisfaction
- Provide insight of key accounts and partnerships weekly during progress meetings
- Monitor and maintain progress and achievement of Key Performance Indicators monthly
- Work with other teams to maintain the ongoing level of service delivery for the program including canfitpro Recognized Host Facilities and partners.
- Work with accounts receivable to collect overdue payments
- Provide updates on current opportunities for potential new Business Membership sales weekly

### **Do you have what it takes?**

- Embodies canfitpro's Values: Customer Mindset, Commitment, Curiosity, Cultivate a Passion for Fitness
- Minimum of 3 to 5 years of Sales experience
- Preferred Sales experience in Business Development
- Sound knowledge of the fitness industry



- Confidence to approach new business opportunities without fear of rejection and the ability to be persistent
- Strong relationship building skills
- Excellent verbal and written communication skills
- Superior time-management with the ability to work independently without supervision
- Exceptional presentation skills

**Working Conditions**

- This position is based out of canfitpro Home Office at 225 Select Ave. Toronto
- Mainly weekdays, occasional evenings and weekends
- Occasional travel to include overnight stays

canfitpro is an equal opportunity employer. Upon request, we will make accommodations available during recruitment to applicants with disabilities.