

Performance Expectations - Account Executive

The success of an Account Executive is measured by your ability to generate a consistent pipeline of customer opportunities that sign up and install with [The Company] to generate net revenue.

Performance Expectations

Your progress against your success metrics is measured by the following performance expectations:

- **Results:** Meet quota attainment over a rolling two months. Your combined results average over a two-month period meet or exceed your combined quota average. For example, if your quota attainment is 75% in one month and 125% in the next month, your average of those two months is 100% quota attainment.
- **Activity:** Meet or exceed activity standards. Building a consistent pipeline requires the following daily and weekly activity:

Activity	Daily	Weekly
Prospecting Activity		
Calls		
Emails		
Opportunities		
Scheduled Demos		
Held Demos		
Closed Units/AOR		

Minimum Performance Expectations

Because demonstrating consistent effort and a positive attitude to learn are crucial to building a strong foundation in sales, you are responsible for the following:

- Meeting or exceeding your Performance Expectations
- If you are pacing behind in Performance Expectations, you must achieve these minimum activity requirements on a daily /weekly basis to meet the minimum performance expectations for your role:
 - Prospecting Activity – Meeting your call and email requirement
 - Held Demos – 5 held demos a week that were scheduled by you

You are also responsible for the following as part of your Account Executive Responsibilities:

- Sales Competence
 - Develop a high level of expertise for [The Company] products, The Demo Playbook and pipeline management.
 - Demonstrate your ability to uncover needs, active listening, create and demonstrate value, and manage the closing process.
- Sales Process / Technology Competence
 - Schedule, hold and close leads/accounts assigned to you, and in accordance to the guidelines in the Rules of Engagement.

- o Track, maintain and update your accounts, contacts and opportunities in accordance with SFDC guidelines.
- Attend all sales meetings, company meetings 1x1s and required training unless you've received prior approval from your manager. Demos should be scheduled around those meetings.

[The Company] fully expects our Account Executives to exceed the performance expectations outlined in this document. However, AEs that do not meet the minimum performance expectations will be placed on Performance Evaluation status. If the expectations during the Performance Evaluation status are not met, [The Company] reserves the right to make additional changes or adjustments up to and including termination of employment. This paragraph does not purport to modify the "at will" nature of your employment or limit the company's right to terminate the employment of any individual for any lawful reason.

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