



## Account Executive – Job Description

### About the company and the role

Feel, a VC backed start-up, is looking for its first Account Executive to work closely with the CEO to build its client base, the playbooks and the sales department. Starting as an individual contributor, the Account Executive will assume responsibility for most of the CEO's current sales activities, such as managing current accounts, nurturing existing sales pipeline, and growing a future pipeline. Feel, still being in its early stages, is building out its processes and playbooks from scratch. Nonetheless, Feel is growing fast and already has a few large ecommerce clients and an active pipeline for the Account Executive to take charge of.

Feel brings the brick-and-mortar shopping experience online. The Feel platform creates a new virtual & interactive shopping experience for consumers with online sales experts. It helps brands incorporate a retail sales associate experience on their e-commerce sites. The company has developed the Online Showroom, a fully virtual selling platform for sales experts to help browsing consumers that includes 1-1 video, product demonstrations, AR, co-checkout and much more.

Feel was founded by veteran entrepreneurs Oren Harnevo, Sharon Segev and Avi Revivo as a response to the challenges that COVID-19 posed to brick-and-mortar establishments. Over 12,000 stores closed in 2021 alone, and as the customer service piece was lost in online shopping, sales reps became an underutilized asset that retailers wanted to deploy for ecommerce.

The company has raised \$5 million from leading venture capital firms such as Rho Ventures, Viola Ventures and well-known angels including former eBay CFO and Skype CEO Michael Van Swaij. The company is headquartered in NY with product management in Silicon Valley and engineering in Israel.

### About the Product, Customers, and the Sale

Feel provides a SaaS platform to ecommerce websites, bringing the brick-and-mortar feel online. Ecommerce websites can utilize the product and use sales experts from the Feel network. Companies pay a monthly recurring fee and commission on sales and cost-plus payments to cover the costs of sales associates.

The customers are companies with mid-to-large websites that sell high consideration products such as furniture, jewelry, cars, luxury fashion, medical devices, service or supply, consumer electronics, software and more.

### Role & Responsibilities

- Bring in new business and grow the pipeline
  - Build customer target lists together with existing outreach and research vendors and add contact lists as targets
  - Help build and execute the outreach plan. Use exiting outreach vendors to generate leads but execute outreach on your own
  - Independently generate meetings, using existing relationships, outreach, and any other tactics
  - Take sales meetings (with CEO to start) and sell the product
  - Write emails, basic sales pitches, and other sales material to send and present to customers
  - Modify existing sales presentation for customers
- Grow the existing pipeline
  - Inherit a respectable list of customers in the pipeline, while nurturing them to close deals
  - Nurture the pipeline through meetings, phone calls, emails, and other activities
  - Manage the sales process to increase the chance of closing deals
  - Create personal relationships with customers and generate trust between the company and the customer
- Manage sales activities with existing customers



- Manage customer relationships, engaging proactively through regular reporting calls, emails, and occasional in-person meetings
- Create a recurring meeting schedule with customers to increase spend
- Work closely with customer success team to:
  - Grow existing accounts by increasing the number of SaaS seats and sales associates operating platform
  - Ensure that customers are properly implementing the Feel platform
  - Drive conversions, calls and sales with customers using the platform
- Contribute to the creation of the Feel sales playbook
  - As this is the first sales leadership role in Feel's history, it will be critical that you help design a sales process together with the CEO and other leading industry sales executives that consult the company. Help design the process with a creative eye towards what will work best for our product, sales process, and market segment. Therefore, a candidate with an entrepreneurial mindset is a critical component of success in this role.
- Assist the CEO in building the sales department and its tools and processes
  - Help implement a customer CRM
  - Help choose and implement an outreach, contacts platforms
  - Help evolve the pricing and rates and continue iterating the business model
  - Help evolve the customer contract
  - Help evolve the sales commission structure

#### Skills & Experience

- At least 3 years' experience in selling SaaS platforms to ecommerce website companies
- Understanding ecommerce companies from the inside – marketing, customer experience and sales teams
- Deep understanding of the ecommerce language, metrics, technology platforms, business models, KPIS and more
- 5+ years sales experience
- Proven experience in building deep customer relationships
- Demonstrated ability to build a dedicated book of business (BoB) and manage competing priorities with a strict attention to detail

#### More role information

- Travel: every now and then, visit customers' offices. Not often. Mostly work from home selling in the first year
- Required Start Date: ASAP, ideally February 2022
- Salary range: \$120k + \$80k-\$120k bonus, depending on seniority
- Reporting to CEO
- Full time position

#### Benefits

- Complete benefits package including medical, 401k and more.
- Flexible location: in the first year at least, work from home. Later, might include coming to the office.
- Substantial early start-up equity package
- Flexible working hours: very flexible working hours. Need to work mornings because of the time zone difference to the rest of the team. Work at your own time as long as you fulfill a full-time job hourly capacity