



297 Nelson Street W  
P.O. Box 448  
Viriden, MB R0M 2C0  
Phone: 1-866-887-3669  
Email: [careers@rfnow.net](mailto:careers@rfnow.net)

### **Account Executive – Commercial Accounts (MB / SK)**

RFNOW Inc. is seeking applications from motivated individuals interested in building RFNOW's commercial account base in southern Manitoba/southern Saskatchewan. The Account Executive – Commercial Accounts is responsible for leading RFNOW's customer acquisition and retention activities for our internet and other telecom services with commercial clients. This individual will generate and qualify customer leads, generate proposals, win new business and develop strong customer relationships within our network footprint in Manitoba and Saskatchewan. Knowledge of network systems and fibre optics as well as past telecom experience would be beneficial. The ideal candidate will have strong communications skills, a drive to grow and foster relationships with clients, high personal initiative and the ability to educate business customers on the benefits of fibre optic networks.

The ideal candidate will be located in western Manitoba or southern Saskatchewan and will have a valid driver's licence, a vehicle to travel to customer locations.

Work location: Hybrid – in the field and from home.

#### **General Responsibilities:**

- Identify, contact and build relationships with prospective customers through a combination of warm/cold calls. The candidate will be accountable for building a strong funnel of warm and cold leads to deliver on customer and revenue goals.
- Generating leads, prospecting customers, converting prospects into RFNOW customers, and developing strong long-term relationships with these accounts.
- Educate customers on RFNOW products, services and promotions.
- Solve problems for customers by understanding and exceeding their expectations.
- Effective at determining customer needs and identifying the appropriate product to satisfy those needs. Illustrate the value of products and services to create growth opportunities.
- Participate in internal sales strategy sessions, staff and client meetings, research activities, and assist as needed with program/product development for existing clients and new prospects.
- Manage the entire sales cycle with a customer from prospecting, to securing the deal and managing the long-term customer relationship. Follow up with customers regularly and track customer concerns, requests, and opportunities to provide feedback for the continued development of product and pricing offerings.
- Negotiate agreements and keep records of sales and data
- Drive gross network adds and community penetration based on developing leads and strong funnel management.
- Deliver outstanding customer services while meeting sales targets consistently.
- Be a strong team player, demonstrating a natural tendency to work well in team environments and support colleagues and team members in their efforts to move our business forward.
- Represent RFNOW professionally and ethically at all times, adhering to company policies and procedures.



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- Work collaboratively with Marketing, Finance, Network and Operations to ensure internal alignment on customer opportunities and service delivery.
- Ensure that the sales engagement with customers reflects positively on RFNOW and reflects the vision and values of the company.

The key accountabilities for this role include the achievement of targets for:

- Monthly sign-ups and installs
- Marketing penetration
- Total revenue and net new monthly revenue
- Average revenue per new customer (ARPU)
- Contract profitability
- Churn
- Cost per gross addition (CPGA)—sales component

#### Qualifications:

- Bachelor's degree in marketing or business administration.
- 3 to 5 years of business to business and direct sales experience in telecom or technology (preferred).
- Ability to manage multiple accounts while also seeking new opportunities.
- Ability to uncover client needs, determine appropriate solution and negotiate contract terms.
- Must be “self-propelled” and demonstrate initiative and accountability.
- Proficient with CRM software and an aptitude for learning new systems.
- Excellent written and oral communication skills, ability to work cross-functionally.
- Strong organization, time management skills, and interpersonal skills are essential.
- Critical thinking and analytical skills.
- Demonstrated ability to manage competing priorities and deadlines, work independently and in a team setting, achieve goals, and effectively communicate complex ideas.
- Grit, determination, and resilience ... prepared to travel the “100 miles of hard road” in building a new, early-stage business.
- Confidence in presenting ideas and perspectives.
- Growth mindset and working in environments of fast growth and change.
- Willingness and ability to travel within the Saskatchewan and Manitoba to meet with clients and prospects. Valid drivers' licence and vehicle required.

If interested, please forward your resume and cover letter detailing your interest and qualifications to [careers@rfnow.com](mailto:careers@rfnow.com).

RFNOW Inc. is an equal opportunity employer. We welcome applications from people from all backgrounds and capabilities. Applicants are welcome request necessary accommodations throughout our employment process.

> *Contact us to learn more about **rewarding career opportunities!***

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**About RFNOW Inc.**

*RFNOW Inc. is a successful, dynamic organization with opportunities to grow and specialize in a number of areas within the field of technology and construction including broadband wireless communication, fibre optics, network architecture/maintenance, directional drilling, cable plowing, line locating, tower building, residential and commercial service connections, and heavy equipment operation and maintenance. Learn more at [www.rfnow.com](http://www.rfnow.com).*

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