



LASSO Job Description

Role: Account Executive

Team: Sales

Location: Atlanta (Hybrid) - remote candidates considered

About LASSO

LASSO is the all-in-one platform where event companies work. We provide project management, inventory management, and workforce management software that helps event companies with:

- Growing revenue
- Streamlining operations
- Controlling costs
- Minimizing risk
- Real-time insights
- Attracting AV talent
- Producing events

Our mission is to inspire change for forward-thinking companies in the event and entertainment industry by bringing transformative solutions to the people that make exceptional performances happen.

Our customers produce events like the Super Bowl, The Oscars, The Grammys, NFL/MLB, Dreamforce, CMA's, etc.

LASSO is proud to have been named a Best & Brightest Company to Work for the last five years (2018-2022) and one of Inc. 5000s fastest growing companies in 2022 (#1155, overall and #146 in technology).

About the Role

The Account Executive position is supported by LASSO's Marketing team and Sales Development Representatives who help to build and qualify your sales leads. Qualified leads are handed over to an Account Executive only when they are teed up for a consultative demonstration of LASSO's platform. The ideal candidate will be relentlessly focused and vigilant towards building and managing their pipeline, running impactful - value driven - demos, and navigating the buyer journey.

Responsibilities

- Help the event industry process the value of LASSO's platform and suite of products.
- Making strong recommendations on the *right* solution sets for the buyer.
- Manage your sales pipeline to stay on top of all opportunities
- Conduct value-driven demos (online and some in-person), build proposals, and meet & exceed revenue targets
- Close opportunities by providing prospects with educational engagements clearly conveying the value proposition and ROI of the LASSO platform
- Accurately forecast monthly revenue targets with your sales manager
- Proactively follow-up with existing opportunities in your pipeline
- Proactively generate your pipeline through your own outbound efforts
- Strategically identify buyer personas and effectively sell to VP & C-Suite
- Develop partnerships with Sales Development, Marketing and Customer Success teams to ensure a top-notch experience for the prospects and clients
- Navigate through complex org structures to ensure targeted communications
- Continue to stay on top of industry trends and best practices

Essential Qualifications

- 2+ years of experience in B2B or SaaS sales
- Strategic thinker and problem solver
- Effective communication both written and oral
- Ability to connect dots and bring things to a conclusion
- Experience selling complex vertical solutions and/or a suite of products
- Seeks out coaching and feedback from leadership then effectively implements advice from manager
- Detail oriented. Resourceful. Able to manage time effectively. Goes over, under, around and through obstacles to achieve success.

Preferred Qualifications

- Experience with HubSpot or other CRM desired
- Bachelor's Degree

We look for individuals that align to our core values: Believe the Best, Act with Purpose, Champion Success, Think Like an Owner, Be a Trailblazer, Saddle up.

Benefits

- + Hybrid work environment
- + Competitive salary
- + Health, Dental, Vision, STD/LTD coverage, starting Day 1
- + 401k match
- + Educational Assistance
- + Professional Development stipend
- + Flexible PTO

- + Technology tools to do your best work
- + Awesome co-workers

 **Come join our growing team!**

Apply here: <https://forms.monday.com/forms/9abf67e5b155c48acf59113011617ff6?r=use1>

Disclaimer: This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of you. Duties, responsibilities, and activities may change, or new ones may be assigned, at any time.