

Sales – Account Executive Duties

- 1) Maintain an active account list while constantly making cold calls to increase business.
- 2) Turn in daily call sheets on all contacts made with advertisers and potential advertisers.
- 3) Write up contracts for all sales made. Write up production orders for those contracts giving information on the commercial to air. Maintain and assign cart numbers to all production. Assign production to member of on-air staff.
- 4) Maintain a file on all advertisers.
- 5) Attend all live remote broadcasts you sell. Have all client information together for on-air talent doing the remote. Give WOOF Wolf times for being in the suit. Assist with set up and break down of the remote items. At times may have to assist WOOF Wolf. Take pictures to be posted on the website.
- 6) Collect on all active accounts.
- 7) Attend Sales Meetings.