



SBAM seeks an experienced membership sales professional to join our team.



WHO WE ARE

The Small Business Association of Michigan is a 501(c)6 trade association that represents a dynamic market of 33,000+ small businesses across the state of Michigan. These members are in various industries, ranging from 1 - 500 employees, and located in all 83 counties.

Our mission is the success of Michigan small business. We do this through:

- Advocating for small business
- Bringing business owners together to share knowledge
- Creating collaboration and partnerships
- Delivering group buying power

POSITION OVERVIEW

Sales Account Executive

The Sales Account Executive is responsible for executing new member sales, conversions, and upgrades to support the association's growth objectives. The role manages an assigned book of business, serving as a liaison between SBAM and its members.

This roles involves engaging in significant phone, email and other networking channels with prospective and existing members to promote SBAM memberships and services, foster long-term relationships, and keep members informed of new and ancillary offerings.

ESSENTIAL DUTIES

Member Sales & Retention

Participate in membership sales and retention strategy development alongside the SBAM Membership & Marketing teams. Assist with periodic targeted sales and marketing campaigns.

Relationship-Building Events

Travel to and participate in SBAM Owner-to-Owner events across the state, ensuring timely and effective sales follow-up for your assigned book of business, while also attending other occasional company-sponsored events to build and maintain relationships.

Sales Activity Tracking

Maintain accurate, complete, and up-to-date records of sales activities within the assigned book of business by consistently utilizing SBAM's customer relationship management system.

[View Full Job Description](#)



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