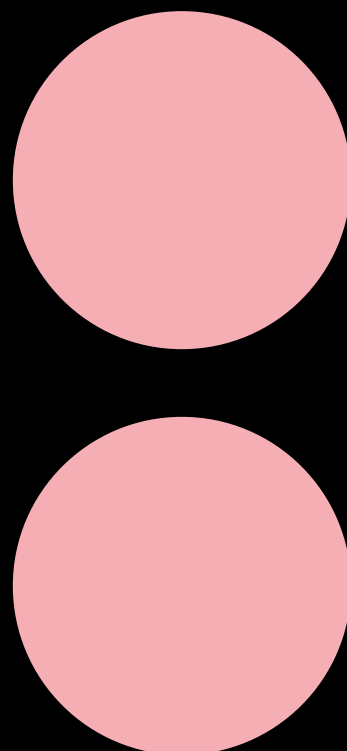


March 2025

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**Savanta**

**Role Specification:  
Account Executive |  
Clariti | Client  
Development**



Classified: Private

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**Location:** New York City (Hybrid)

**Business Area:** Clariti (Agencies)

**Reports to:** Director

# The Role

*Account Executive, New Business Development | Clariti | New York City (Hybrid)*

As an Account Executive focused on new business development, you will be responsible for identifying and pursuing prospective clients, establishing strong relationships, and ultimately closing deals for Savanta's data collection division Clariti ([weareclariti.com](http://weareclariti.com)).

Your primary objective will be to expand our client base and revenue by showcasing the value of our marketing research services and solutions. You will collaborate closely with our internal teams to deliver tailored proposals, quotes, presentations, and innovative strategies that address the unique needs of potential clients. Success in this role will contribute significantly to the growth and success of our organization.

## **Responsibilities:**

### **Identify Prospective Clients**

- Develop sales prospecting strategy focused on buyers of data collection solutions at mid-tier marketing research agencies, ad agencies and PR firms.
- Utilize networking, cold calling, and online research to self-generate leads and build a robust pipeline of new business opportunities making a full-cycle sales process.
- Stay up to date with industry trends, competitive landscape, and emerging market needs.

### **Relationship Building and Sales**

- Engage with key decision-makers, C-level executives, and stakeholders to understand their data collection needs and challenges.
- Develop and nurture long-term relationships with prospects through effective communication and regular follow-ups.
- Deliver persuasive presentations and product demonstrations that highlight the value and benefits of our research solutions.
- Collaborate with internal teams to create customized proposals, quotes, and solutions that meet client objectives.
- Negotiate contract terms, pricing, and service agreements while ensuring mutually beneficial outcomes and managing profit margins.
- Track sales activities, update CRM systems, and generate regular reports on sales performance and pipeline progress.

### **Market Intelligence and Strategy**

- Stay informed about industry trends, market dynamics, and emerging technologies that impact the marketing research field.
- Provide insights and recommendations to internal teams based on client feedback, market research, and competitor analysis.
- Collaborate with the marketing team to develop effective sales collateral, campaigns, and promotional materials.
- Attend industry conferences, trade shows, and events to expand your network and promote our services.

## About You

Account Executives will have strong working competency and a point of view about different research and insight techniques. They will be fast workers, require limited supervision from more senior colleagues, increasingly demonstrate an ability to separate cause and effect and see the bigger picture.