

Account Executive

TrueRoll · GovTech Vertical SaaS

Overview

The Account Executive at TrueRoll owns the full sales lifecycle for designated county accounts within an assigned geographic territory. The AE is responsible for prospect discovery, lead warming, opportunity development, deal advancement, closing, and structured handoff to Services/Onboarding/Customer Success and continues to own the account relationship for the sake of account expansion and account health escalation.

This role carries an individual quota and compensation plan tied explicitly to AE-owned and AE-named deals.

Territory & Ownership Structure

- Within that region, county accounts are delineated by a defined population threshold in the compensation plan (e.g., counties below or above a specific population line).
- The delineation determines primary ownership and compensation eligibility.
- Exceptions outside the delineated population threshold must be explicitly named and documented in writing to be honored for compensation purposes. The CRM/Pipeline system of record is the source of truth.
- AE quota is tied to deals formally owned and/or named in accordance with the compensation plan.

This structure ensures clarity of ownership, accountability, and revenue attribution.

Core Responsibilities

Full Sales Lifecycle Ownership

The AE is responsible for managing accounts through all stages:

Lead Identification & Discovery

- Identify net-new county prospects within assigned territory.
- Conduct outbound outreach across email, phone, conference follow-up, referrals, and marketing-generated leads.
- Leverage CRM, research tools, and internal intelligence to prioritize target accounts.

Lead Warming & Qualification

- Conduct discovery conversations with county stakeholders.
- Qualify opportunities using defined criteria (budget, authority, need, timeline, workflow fit).
- Advance qualified opportunities into structured sales stages with documented evidence.

Opportunity Development

- Lead solution discussions aligned to county workflows and TrueRoll's product suite.
- Coordinate with Product and Solutions resources as necessary.
- Deliver proposals and manage follow-up communications.
- Drive multi-threaded engagement with decision-makers.

Closing & Contracting

- Navigate public sector procurement dynamics.
- Manage negotiation conversations.
- Secure verbal and written commitments.
- Coordinate contracting process through execution.

Handoff to Customer Success

- Conduct structured transition call.
- Transfer discovery notes, scope alignment, and expectations.
- Ensure clean implementation kickoff.

The AE owns momentum throughout the lifecycle and is accountable for forward motion.

Performance & Accountability

Quota & Compensation

- Individual quota tied to AE-owned and AE-named deals.
- Revenue attribution governed by defined territory population delineation and documented exceptions.
- Forecast accuracy and pipeline integrity are expected as part of performance standards.

Core Values & Performance Framework

Performance is evaluated against:

- Revenue and quota attainment
- Forecast accuracy and deal discipline
- CRM hygiene and process adherence
- Demonstrated behavior aligned with TrueRoll's core values
- Cross-functional collaboration and professionalism

Employment decisions, advancement, and compensation outcomes are determined using both quota performance and performance against defined cultural and operational frameworks.

Cross-Functional Collaboration

Account Executives are expected to collaborate actively across functions:

- **Marketing** — Provide campaign feedback, participate in territory activation initiatives, support event strategy.
- **Product** — Share market intelligence, contribute workflow insights, support solution refinement.
- **Customer Success** — Identify expansion opportunities, support references, maintain customer continuity.

The AE role requires strong internal communication and alignment across stakeholders.

Success Metrics

- Revenue closed within assigned territory
- Pipeline creation and advancement velocity
- Forecast accuracy and stage integrity
- Multi-threaded engagement within target counties
- CRM data accuracy and process adherence
- Positive cross-functional feedback

Ideal Profile

- Experience selling into government or public sector environments
- Ability to navigate complex, relationship-driven sales cycles
- Strong written and verbal communication skills
- Process discipline combined with strategic deal thinking
- High integrity and strong alignment with company values
- Comfort operating in a fast-evolving AI-enabled sales environment