

TRIOU OUTDOOR Account Executive - Billboard Sales

About Triou Outdoor

Triou Outdoor, a division of Triou Marketing, is a women-owned out-of-home advertising company with premium digital and static billboard inventory across eight markets: Philadelphia, Pittsburgh, Harrisburg-Lancaster-Lebanon-York, New York, Phoenix, Orlando, Pensacola, and Tampa.

We're a relationship-first company. Consultative approach, premium inventory, exceptional service.

The Role

We're hiring an Account Executive to own a territory, build a book of business, and close deals.

You'll prospect, pitch, negotiate, and manage client relationships from start to finish. You'll have the autonomy to run your territory the way you see fit. Top performers earn exceptionally well here.

This is a role for hunters - people who generate their own pipeline, follow up relentlessly, and close business without waiting for someone to hand them leads. We're small enough that decisions happen fast and you're not buried in bureaucracy or waiting weeks for approvals.

What You'll Be Doing

Building Your Book

- Prospecting relentlessly - cold calls, networking events, referrals, door-knocking, whatever it takes
- Identifying businesses that need OOH advertising (even if they don't know it yet)
- Creating and managing your own pipeline in the CRM

Selling Consultatively

- Meeting with prospects to understand their goals, audience, and budget
- Developing strategic recommendations and preparing customized proposals
- Presenting billboard solutions that solve real marketing challenges
- Negotiating contracts and closing deals
- Managing the sales cycle from first contact through contract execution

Managing Client Relationships

- Following up consistently
- Staying in touch with existing clients to identify renewal and upsell opportunities

- Problem-solving when issues arise
- Building relationships that turn into referrals

Operating Like a Pro

- Tracking your activity, pipeline, and results
- Collaborating with creative resources and operations to ensure seamless campaign execution
- Staying sharp on market trends, competitor moves, and what's working

What We're Looking For

Experience

- 2+ years of successful sales experience
- Billboard, media, or advertising sales strongly preferred
- Proven ability to prospect, generate leads, and close new business
- Track record of hitting or exceeding quota

Skills

- You know how to hunt - cold calling doesn't scare you
- You're relentless with follow-up
- You can negotiate and close
- You communicate clearly and professionally in person, on the phone, and in writing
- You know how to build rapport and earn trust quickly

Mindset

- Self-motivated and driven to win
- Comfortable working independently
- Persistent and doesn't take rejection personally
- Hungry to build something big and grow with the company
- Professional, polished, and represent the brand well
- Whatever it takes mentality

Requirements

- Valid driver's license and reliable transportation
- Proficiency with CRM systems and Microsoft Office Suite
- Comfortable with technology and learning new tools

What We Offer

- Base salary + uncapped commission (compensation based on experience and performance)

- Health benefits
- Car allowance and cell phone reimbursement
- Flexibility and autonomy - you manage your time and territory
- Fast decision-making without layers of bureaucracy
- Opportunity to grow with a company that's expanding into new markets
- A culture built on relationships, not corporate process

How to Apply

Email your resume to info@trioumarketing.com. In your email, answer these three questions:

1. Why are you interested in Triou?
2. What was your biggest sales win in the last year?
3. You've tried everything to get in the door. What does everything look like to you?

Triou Outdoor is an equal opportunity employer.