



Quality In-Home Care *You Can Trust*  
www.oasisinhomecare.com

Corporate Office  
1823 Memorial Drive  
Clarksville, TN 37043  
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### **Account Executive Job Responsibilities**

An Account Executive is responsible for a complete market analysis and develop and implement marketing plan. The Account Executive will use this marketing plan to maintain and increase client/referral base. He/She will develop relationships with community referral base and potential referral sources to meet targeted financial objectives and annual budget.

Specific tasks assigned to an Account Executive:

- Collaborate with the CEO and Director of Community Relations to develop monthly sales/marketing plan that will assist in maintaining current client base and identifying potential referral sources.
- Initiate and facilitates contracts with payor sources.
- Develop and implement market plan
- Meet monthly Agency targeted admission goals.
- Develop and maintain Physician, Hospital and ALF profiles including background, contact history, objectives, referral trends etc.
- Maintain communication with referral sources to ensure customer satisfaction.
- Participate in Weekly Sales/Operations meeting with Director of Community Relations and agency staff and sales activity, potential problems and new opportunities.
- Promote Services through conventions, trade shows, public relations etc.

### **Skills**

- Ability to work both independently and as a team player
- Ability to work in a fast paced environment with quotas and goals
- Excellent interpersonal, organizational, communication and presentations skills
- Knowledge of sales techniques
- Basic knowledge of physician, hospital or skilled nursing facility, case management and discharge planning service needs

### **Qualifications**

An Account Executive must be a motivated, self-starter with a compassion for helping others; a valid driver's license; auto liability insurance coverage according to company policy.

Contact Melanie Johnson, Home Care Advocate at 931-266-4441.

Brentwood TN  
615.247.0024

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