

CEA and Sales Rep Partnership Expectations

The following expectations outline how CEAs and Sales reps will work with one another and maintain a successful partnership.

- CEAs will be assigned an average of 6-8 sales reps or about 150 active monthly client accounts.
- CEAs are considered a production partner to sales, which is different than a sales assistant. CEAs are to work autonomously with clients on the production of their ads with little to no rep oversight in *most* cases. Sales assistants rely largely on the sales rep to direct and determine with what, when and how they interact with clients.
- CEAs will aim to handle 100% of their rep's accounts, but can expect that some client accounts will need some level of rep involvement in the production process due to account complexity. On a case-by-case basis this is acceptable if the CEA and rep agree on the division of responsibilities and deadlines are being met. On average this occurs with less than 10% of a rep's active accounts, so if your rep exceeds this amount, alert your Team Leader.
- The goal of the CEA is to work with clients for their ad production needs ahead of deadline and with the care and attention required so that the rep doesn't feel the need to become involved. CEAs handle production so that sales reps can focus on selling.
- CEAs are not responsible for reprimanding a sales rep for becoming involved in the production process. The best course of action is to understand why the rep feels the need to be involved and find a way that the CEA can address that concern. Gentle reminders are ok, but firmer lines should be determined with a Team Leader.
- Communication is essential between the rep and CEA.
 - Regular meetings, weekly or more for the first 6 weeks of partnership, as needed but still regular (monthly) after 6 weeks.
 - CEAs will update reps on account progress and concerns. How often reps receive updates should be determined between the rep and CEA, but will likely be more frequent until trust is established.
 - CEAs are to keep reps involved in the production process for new advertisers. CEA will ensure that the rep agrees the ad created correctly reflects the business and marketing needs of the client.
 - CEAs are not required to copy reps on every client communication but will use discretion to determine when copying a rep or looping them in may be needed.
 - Rude or unprofessional communication will not be tolerated and should be escalated to a Team Leader.