

# A Day in the Life of a Key Equipment Finance<sup>®</sup> (KEF) Sales ACT Associate



## Here's what you can expect in our full-time Rotational Associate Program.

We asked Associates who've been through this career-path program to answer the most frequently asked questions about this position. Sean, in Superior, Colorado, shared his experiences as a Sales ACT Associate.

### Q: What kind of training will I be given?

You'll learn about the equipment finance industry through training, classes, and Sales rotations. Associates will have valuable time in front of senior-level managers with vast product and industry knowledge. Resources will also include networking externally and internally with Sales Representatives, current and potential KeyBank customers, as well as vendor partners.

### Q: What is the average day like for an Associate?

Associates will have the opportunity to be a part of every facet of the deal process. Whether working with managers on business development or finding new prospects through warm and cold calling with Sales Representatives, each candidate has an equal opportunity to develop their professional and sales skills in this all-inclusive program.

### Q: Which areas will Associates rotate through in this program?

You'll rotate through Credit, Capital Markets, and two Sales rotations: one through Bank Channel and the other through Vendor. Associates are also exposed on a more limited basis to Asset Management, Pricing, and Documentation.

### Q: What is the typical career path for someone who is accepted into this program?

Associates who finish the program are well-positioned for a strong career as a Sales Representative in the equipment leasing industry. Opportunities may exist with Key Equipment Finance's various vendor verticals or on the direct commercial side via the Bank Channel. Sales ACT offers various sales career paths to its graduates.

### Q: What would you say are the most important traits an Associate needs to be most successful in this program?

There are three traits that are a definite advantage for an Associate to have:

- **Curiosity** – You should have a naturally inquisitive mind. It's important to be able to ask the right questions so you can understand the subject matter. You also need to ask your customers the right questions about their specific needs.
- **Drive** – The Sales ACT Program is designed to jumpstart a new professional's career in the equipment leasing industry. Successful Associates will take every opportunity to learn as well as to prove they've mastered the program.
- **Relationship Management** – The main factor for a successful Sales career in the Equipment Leasing Industry is relationship management. The most effective individuals excel at initiating and cultivating relationships, internally and externally.

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## **Q: What is your favorite part of being an Associate in this program?**

Does it need to be narrowed to one thing? Being a part of the Sales ACT program was incredibly rewarding. I gained invaluable sales experience traveling to different areas of the country where the bank operates to meet new people and learn their different sales techniques. You have access to all the senior leadership of Key Equipment Finance. Everyone is cordial and willing to help you learn and succeed within the industry and within Key. The culture of Key is outstanding and equipment leasing is a fun, niche industry that not everyone has the chance to be involved with.

## **Q: What do I need to know before applying for the program?**

This program is not offered every year. It is based in Superior, Colorado and will require travel. Final placements could be outside of Colorado and anywhere in Key's operating area based on business need.

**Preferred Majors:** Business related majors, or economics, but Key hires any major with the right qualities who can learn the business concepts.

**Minimum GPA:** 3.3 preferred

**Certifications:** None required

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