



## **TITLE: EDUCATIONAL CONSULTANT**

### **Primary Role:**

Generates revenue primarily through telephone sales activities.

### **Job Description:**

Conducts phone sales calls to find and qualify prospects and current customers to introduce, demonstrate and sell the company's products. Calls prospects obtained as a result of leads from direct mail, conferences, referrals, and e-mail within 3 days of receipt of said leads. Spends nearly 20% of available time cold calling prospects from various databases. Calls customers and prospects to convince them to attend company events in designated territory. Schedules onsite appointments for outside sales representative(s) and follows up after appointments to close sales. Follows up with new customers within 2 weeks of initial order and sends thank you cards on larger orders. Occasionally participates in outside sales activities such as conferences, seminars, training and presentations as necessary. Provides timely and accurate sales forecasts and other reports as required

### **Skills:**

Sell the company's products directly to customers. Establish rapport and build relationships over the phone without face to face contact with prospects. Proficient with CRM and other computer software and automated telephone equipment. Excellent oral and written communication skills. Ability to function as a team player.

### **Scope of Duties:**

Responsible for sales across assigned territory to both existing customers and new customers in all market segments. Depending on territory characteristics, adjustments will be made to balance the amount of time spent cold calling, calling on leads and following up with current customers.

### **Customer:**

Decision makers and gatekeepers in educational market segment for new and existing customers.

### **Success Requirements:**

- 1) Revenue / month / quarter / year
- 2) Number of calls / day / week / month
- 3) Number of sales quotes / week / month
- 4) Number of scheduled field presentation
- 5) Number of cold calls / day / week / month
- 6) Number of qualified prospects in sales pipeline
- 7) Number of new customers and repeat customers

### **Educational and Experience Requirements:**

BS/BA or equivalent experience in telesales with a successful track record.

### **Reports to:**

Director of Sales