



## **TITLE: NATIONAL EDUCATIONAL CONSULTANT**

### **Location:**

Southern/Southeastern U.S.

### **Primary Role:**

Performs product-oriented sales presentations to advance prospect through the sales cycle and close sales.

### **Job Description:**

Conducts presentations, training sessions and workshops at customer sites and conferences in all target markets to provide prospects and customers information on company products and encourage purchase. Works with other company sales resources as well as personally performs sales activities that assist in closing business. Prepares weekly activity reports and other reports as required. Assists Educational Consultants (EC) with strategy development for specific prospects or particular markets for each state. Conducts market research and competitive analysis through customer visits and the Internet. This position involves heavy travel (Monday through Thursday and occasionally Fridays and weekends).

### **Skills:**

Excellent oral and written communication skills. Working knowledge of educational program content and instructional design; educational technology; issues and challenges facing educators in all market segments. Experience conducting both large group and individual presentations. Conversant on grant writing-techniques and funding sources. Proficient using computer based presentation resources.

### **Scope of Duties:**

Provides sales presentations on company products in a wide range of environments and settings including school districts, correctional facilities, governmental agencies, educational workshops and conferences across multiple states. Provides product knowledge and assistance with strategy development for sales resources across the company. Conducts research and provides data on customers, products, markets, funding, competition, etc.

### **Customer:**

External: Prospects and customers

Internal: Sales resources across the company

### **Success Requirements:**

1. Perform software presentation/demonstrations that result in sales quotes
2. Coordinate with EC to develop trips that result in at presentations/demos
3. Meet with state government-level officials

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

Bachelor's degree and experience selling to the supplemental educational market is required. Masters degree or Ph.D. in an educational discipline is preferred.

### **Reports to:**



Vice President of Sales and Marketing