



JOB DESCRIPTION

ASSOCIATE SALES REPRESENTATIVE

Overall:

The Associate Sales Representative (ASR) serves as a key member of the Schoolwires sales team and has a major role in the development and execution of sales to new districts and a key role in prospect management.

The Associate Sales Representative has one major objective:

To sell Schoolwires products and services to school districts in assigned territory.

As a key member of the Schoolwires sales team the Associate Sales Representative must set a leadership tone consistent with Schoolwires values, including the professional representation of Schoolwires within the K12 educational market, the highest standard of business ethics, a commitment to improving education and fair treatment of and respect for Schoolwires staff. The Associate Sales Representative will work closely with the Territory Sales Manager, the Vice President of Sales and the Sales Operations Manager to identify and close key accounts within a given territory or region.

Major Responsibilities:

- Identify and target key accounts and high value account opportunities for the full line of Schoolwires products and services and achieve sales revenue and site acquisition targets through consultative selling techniques.
- Manage the sales cycle to generate:
 - Sales to new customers;
 - Upgrades to those new customers within twelve months from execution of the initial contract.
- Activities include:
 - Cold calling and other prospecting activities to generate leads.
 - RFP Identification and Coordination.
 - Online and On-Site Product Demonstrations.
 - Developing Quotes.
 - Negotiating Final Contracts.
 - Closing.
 - Order Processing & Hand Off.

Performance Measures:

- Sales orders generated
- Average number of districts and average number of sites per district

Required Experience:

- Minimum of one year of experience in prospecting, demoing, and selling internet solutions to school districts.
- Demonstrated success in selling software and services to school districts in targeted territory or region and in meeting sales targets on a consistent basis.
- Demonstrated ability to develop account strategies that lead to effective use of company resources and results in customer acquisition at targeted levels.
- A fundamental understanding of technology and the Internet, and how they contribute to the success of an enterprise.

Personal Characteristics

- Eagerness to accept personal accountability while functioning as part of a team which defines success as all members achieving goals.
- Understanding that, in a small organization, every employee is required to contribute to the enterprise's success in many, sometimes-unstructured way, i.e. a willingness to take a hands-on approach and "do what it takes".
- Flexibility and self-reliance.
- Highest ethical standards and an alignment with company's core values.
- An interest in the professional development and success of colleagues.
- Ability to represent the organization with diverse audiences; strong communications skills.
- Negotiation skills to be utilized with customers, marketing partners and other prospective stakeholders.

Time, attendance and physical requirements

- Extensive travel will be required along with significant telephone and computer work
- The Associate Sales Representative (ASR) is an overtime exempt position. Success in this position will require the ASR to spend a significant amount of time (80% or more) away from the home office location making sales and performing other functions incidental to making sales.