



Sales Development Representative

About XanEdu

XanEdu delivers scalable custom publishing solutions in print and digital formats to the K12 & Higher Ed Community. XanEdu is seeking a highly motivated Sales Development Representative to play a critical role in growing the XanEdu K-12 business. This growth position will primarily focus on developing qualified prospects into revenue producing partnerships. With the aid of best-in-class sales processes, techniques and technologies, you will be empowered to shape sales/customer relationships for XanEdu's customers who are adopting industry-leading products and services. You will serve as a central point of contact for the customers across the nation, closing deals and managing customer relationships. As Sales Development Representative, you will work directly with customers, your sales team and implementation partners to achieve quarterly and annual sales quotas - closing net-new business, as well as managing and growing XanEdu's existing book of business. You will be expected to utilize modern selling and marketing techniques and tools to communicate effectively with key business decision makers.

DESCRIPTION OF THE FUN

- Identify targets and align XanEdu's value proposition showing schools, districts, regional offices and state departments how they can meet a new bar for excellence and reinvent themselves for the next decade by embracing XanEdu's best in class services.
- Quarterback sales from prospect to closure; manage your territory as the main point of contact for your customers, overcome objections and negotiate success.
- Successfully reach targets for renewal, new revenue and sales pipeline, monthly and quarterly forecast; accurately forecast sales, pipeline for products and solutions utilizing a CRM and other forecasting tools.
- Partner and collaborate in a fast-paced, collaborative, dynamic environment with XanEdu's K-12 team to manage opportunities and pipeline through the sales cycle.
- Present action plans and results to K-12 Team and use appropriate escalation techniques to stay on top of goals and objectives.
- Creatively communicate XanEdu's social, digital, video, chat, phone and demonstration environments to effectively reach, sell to and manage XanEdu customers.
- Position competitive offerings and solutions in the context of customer needs and experiences; provide product overview and insights pertinent to customer need.
- Demonstrate verbally, in writing and through live/web product demos, how customers can capture value and envision their future with XanEdu.

- Obsess over XanEdu's customers and prospects to deliver a world-class customer engagement experience.
- Utilize best-in-class communication skills to work with State Departments, Regional Offices, Superintendents, Assistant Superintendents, Curriculum Directors, Principals and Teachers and other administrative level personnel in the education industry.
- Leverage your entrepreneurial experience to identify new opportunities for growth and closing sales.
- Show flexibility to adopt other duties as assigned.

WHAT YOU BRING TO XANEDU'S WINNING TEAM:

- Bachelor's degree preferred
- 2-5 years minimum experience in K-12 content or curriculum sales
- 2-5 years minimum experience as an Inside Sales Development or Inside Sales role
- Excellent phone skills, phone etiquette, interpersonal, written and oral communication skills
- Ability to travel periodically representing XanEdu at conferences, tradeshow, annual meetings, and customer meetings.
- Experience with contemporary sales outreach activities including in-bound techniques
- Ability to converse with and influence state departments, regional offices, superintendents, assistant superintendents, curriculum directors, principals, technology coordinators, and other administrator-level personnel in the education industry
- Knowledge of marketing techniques and databases used in marketing a plus
- Experience with Hubspot, Salesforce or other CRMs
- Strong time management skills and ability to work independently or under supervision with high level of integrity
- Achievement and success-driven personality, motivated by performance rewards for exceeding annual sales goals through strategic sales leadership and strong cross business collaboration
- Desire to work in a competitive environment where one's growth potential is driven by one's abilities and attitude
- Self-starter with a strong work ethic and proven entrepreneurial spirit focused on providing highest customer experience and creating customer solutions through problem solving skills
- Strong understanding of social media tools, sense of humor, collaborative spirit, positive attitude and desire to be part of a team

Benefits Offered: 401K, Dental, Life, Medical, Vision

Employment Type: Full-Time

While most people hate boat rockers, at XanEdu we live to disrupt the market. Ready to join this growing team? Send your resume and cover letter to tslain@xanedu.com.