



Example of Education Sales Job Description

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Our company is searching for experienced candidates for the position of education sales. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for education sales

- Determine and evaluate sales training needs for the organization
- Leads the selection of appropriate instructional methods and procedures for each unique situation, for example, individual training, self-study, group instruction, simulation exercises, lectures, demonstrations, role play, computer-based training and so forth
- Collaborate & partner with various department leaders such as Marketing to incorporate Marketing strategy and language into curriculum, Revenue Operations team to help identify opportunities for growth and educational needs and the Product team on new features and releases to educate on
- Analyze performance of sales personnel to determine needs for Onboarding and additional education
- Promote/sell/secure orders from existing and prospective customers through a relationship-based approach at all Las Vegas courses
- Demonstrate products and services to existing/potential customers and assist them in selecting those best suited to their needs
- Follow up and close (by phone, email, or in person) on quotations submitted to clients
- Telemarket to all leads generated from educational courses, tradeshow, marketing efforts and any other source of lead generation
- Establish professional relationships with appropriate client personnel (clinical champion/advocate/key opinion leader (KOL).)
- Make telephone calls and in-person presentations to existing and prospective key customers and/or prospective KOLs/advocates

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- Leadership and management experience to guarantee the development of a high performing education team
 - A Bachelor's degree in marketing, business, technology, or relevant field of study preferred
 - Proven track record of managing complex and multi-faceted lead generation programs
 - Must be able to travel independently by air and by car
 - Must have the ability to obtain a passport
 - Drive increases in education bookings and attach rates through relationships developed with the Sales and Services teams