WILLIAM H. SADLIER, INC
JOB DESCRIPTION

Position: Sales Representative for K-12 Educational Marketplace

Reports To: Division Manager

Summary: Achieves maximum sales profitability, growth and account penetration for Company by effectively selling its educational textbooks and digital products within an assigned territory. Personally contacts and secures new customers.

Territory: PA Public & Private Schools: Allegheny, Armstrong, Beaver, Bedford, Blair, Butler, Cambria, Cameron, Centre, Clarion, Clearfield, Clinton, Crawford, Elk, Erie, Fayette, Forest, Fulton Greene, Huntingdon, Indiana, Jefferson, Lawrence, McKean, Mercer, Potter, Somerset, Venango, Warren, Washington, Westmoreland

Catholic Schools: PA Diocese of: Altoona-Johnstown, Erie, Greensburg, Pittsburgh,

NY Diocese of Buffalo, Rochester

WV Diocese: Wheeling-Charleston

Core Responsibilities:

- Promotes/sells/secures orders from existing and prospective customers through a relationship-based approach.
- Demonstrates print and digital products and services to existing/potential customers and assists them in selecting those best suited to their needs.
- Meets territory sales quota each year.

Details of Responsibilities:

- Establishes, develops and maintains business relationships with current customers and prospective customers in the assigned territory to generate new business for the Company's products/services.
- Services existing accounts, obtains orders and establishes new accounts by planning and organizing daily work schedule to call on existing or potential sales opportunities.
- Makes telephone calls and in-person visits and presentations to existing and prospective customers.
- Researches sources for developing prospective customers and for information to determine their potential.
- Submits clear and effective written proposals/quotations by referring to price lists and product literature.
- Enters new customer data and other sales data for current customers and potential customers in the Company's CRM.

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- Supplies management with oral and written reports on customer needs, problems, interests, competitive activities and potential for new products and services.
- Monitors competition by gathering current marketplace information on pricing, products, new products and delivery schedules.
- Resolves customer complaints by investigating problems, developing solutions, preparing reports and making recommendations to management, as appropriate.
- Maintains professional and technical knowledge by attending educational workshops, reviewing professional publications, establishing personal networks and participating in professional societies, as appropriate.
- Prepares and presents reports of business transactions and keeps expense accounts.
- Participates in conventions, exhibits and sales meetings as requested by the Company.
- Travels to assigned territory, which may require overnight stays as appropriate.
- Has current knowledge of and complies with all Company policies, including T&E Policy.

Education, Experience, Skills Required:

- Bachelor's degree (B.A.) from a four year college or university; or five years related experience.
- Candidates for this position are preferred to have public-school teaching experience within the last 3 years. K-6 teaching experience is preferred.
- Strong technology background and aptitude required to sell and support a major growth area of the company, digital stand alone as well as blended print and digital products.
- Must be result-oriented and able to work independently.
- Must possess excellent communication skills.
- Must be proficient in using Microsoft Office Suite applications and customer relationship management software.
- Must possess valid driver's license.
- Must demonstrate the following competencies: Customer Service, Meeting Sales Goals, Closing Skills, Territory Management, Prospecting Skills, Negotiation, Self-Confidence, Product Knowledge, Presentation Skills, Client Relationships, Motivation for Sales, Problem Solving and Consultative Sales Approach.
- Must have ability to travel from one customer location to another.
- Must routinely move materials and cartons weighing up to 25 pounds and set up and dismantle exhibits of Company materials for meetings, exhibits, conventions and events.