

Senior Account Executive/Education Sales

CELT seeks hands-on Senior Account Executive to develop and execute sales and marketing activities for existing and prospective customers.

Sales and Marketing Responsibilities

- Attain annual sales revenue target of \$500,000
- Schedule appointments and conduct sales presentations to new prospects and customers in person on a daily basis (4 days per week)
- Generate business through cold calls and follow-up on qualified leads in Massachusetts school districts or other assigned accounts in NE
- Continuously update all customers on product modifications, changes, and enhancements
- Provide quotes to prospects as needed and follow-up on qualified leads
- Develop comprehensive knowledge of product lines, including pricing and installation/implementation plans
- Design professional demonstrations or presentations of company's products/services
- Generate new sales leads through cold calling and consultative sales
- Update and maintain customer account information including contact names, numbers, and email addresses for future sales activities
- Collaborate with Marketing Director for events, develop new materials and user group meetings (1 day per week)
- Provide content for new marketing materials
- Attend conferences and trade shows for lead generation and corporate visibility
- Submit sales forecast to Program Manager

Skills and Qualifications

- Capable of preserving confidential or sensitive information.
- Effective time management, organization and multi-tasking skills.
- Special people skills to deal with customers
- Understanding of solution based sales
- Strong writing and verbal communication skills
- Work well under pressure and with deadlines
- Able to cultivate client relationships
- Proficient in Microsoft Word, Excel, Outlook.
- Proven forecasting and customer service skills
- Ability to find and develop new business

Background and Education

- Bachelor's degree in sales or marketing related field
- Demonstrated sales experience in education technology or telecom
- A plus -- previous sales experience and contacts in education technology industry with focus on school business managers, superintendents, IT directors

Please send cover letter and resume to Larry Larsen, llarsen@celtcorp.com