



Bright Thinker
EDUCATING MODERN LEARNERS

Educational Sales Consultant – Northern Region

8/7/23

Job Title: Educational Solutions Consultant – Northern Region (IL, MI, OH, PA, NE, MN, WI, IA, IN)
Wage/Hour Status: Full Time Exempt - \$65K – 75K/Year + Commission
Reports to: EVP of Operations
Dept: Sales

Position Summary

Are you passionate about education and making a difference in the lives of students and teachers? Do you have a talent for building strong relationships and promoting educational programs? Bright Thinker is seeking an Educational Solutions Consultant to join our team and take charge of outside sales in the assigned territory. As an Educational Solutions Consultant, you will work closely with the Sales Operations leadership and Brand Manager and play a vital role in promoting our digital and print-based programs to schools and districts within our portfolio. Position is remote.

Qualifications

Education/Certification: Bachelor's Degree or Equivalent Experience

Required Knowledge, Skills, and Abilities (KSAs):

- **Sales Experience:** A minimum of 3 years of educational sales experience preferred. Alternatively, 3 years or more years of educational experience in a role that involves instructional and/or curriculum evaluation or a combination of relevant experience that demonstrates the ability to perform the essential functions of the job.
- **Digital/Technology Proficiency:** Intermediate proficiency in demonstrating digital and technology solutions.
- **Tech Skills:** Knowledge of Google for Education, web-based presentation tools, and sales contact management systems, such as Salesforce.com, is a plus.
- **Travel:** This position involves some overnight travel.
- **Physical Requirements:** The ability to lift and transport books and promotional materials weighing up to 50lbs.

Responsibilities and Duties

- **Expertise and Knowledge:** Become an expert on Bright Thinker's product portfolio, educational trends at local, state, and national levels, and understand the challenges faced by teachers in the classroom.
 - **Territory Management:** Effectively manage the assigned territory to identify and target potential customers.
 - **Relationship Building:** Build strong, interdependent relationships with school and district-level administrators to promote our educational solutions.
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- **Account Management:** Establish and nurture relationships with school district leaders in targeted accounts to drive sales and engagement.
- **Pilot Programs:** Develop relationships with pilot teachers to ensure smooth implementations of our programs.
- **Sales Presentations:** Deliver compelling sales presentations to showcase the value of our products to potential customers.
- **Conference Representation:** Represent Bright Thinker at national and regional educational conferences to expand our reach and network.
- **Collaboration:** Work collaboratively with internal stakeholders, including Sales, Support, Account Management, and Product Development teams.
- **Sales Strategy:** Develop and implement sales plans and strategies utilizing various resources effectively.
- **Pipeline Management:** Maintain an accurate opportunities pipeline and continuously forecast sales results.
- **Market Insights:** Keep sales leadership informed about product needs, market conditions, promotional activities, business opportunities, and competition strategies.

Benefits & Compensation

- **Pay Range:** The salary for this role will be determined based on experience and relevant skill sets, in accordance with our Compensation Philosophy and compliance with applicable state and local laws.
- **Benefits:** Bright Thinker offers a comprehensive benefits package, including medical, dental, vision, and basic life insurance coverage for eligible employees and their families. Employees can also participate in our 401k plan with an employer match. We offer a competitive paid time off package and a range of additional perks and benefits.

Equipment Used

All equipment required to perform job duties and tasks previously described.

Physical / Environmental Factors

The physical demands are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Bright Thinker considers applicants for all positions without regards to race, color, national origin, age, religion, sex, marital status, veteran or military status, disability, or any other legally protected status. Being authorized to work in the U.S. is a precondition of employment. Bright Thinker is an Equal Opportunity Employer.

Employee Signature

Date
