



**Sales Director
Job Description – May 2012**

The Sales Director position reports to the Vice President of Sales and Marketing and is responsible for day-to-day administration and development of Toolwire's Higher Education presence and related sales activities. The primary function of this position is to drive sizable sales billings and close new Higher Education customers for Toolwire experiential learning solutions and must have a proven performance of \$1M + in sales/billings.

The Sales Director role requires a Higher Education sales (or eLearning) background, preferably with a working knowledge of emerging learning and collaboration technologies plus the ability to co-create functional solutions with your strategic Higher Education customers.

Responsibilities will include, but are not limited to, the following:

- **Support Publishing partners as an indirect OEM channel:**
 - Assist with training Publishing Sales Reps with presenting the value proposition to qualified prospects
 - Provide product demonstrations of learnscapes, gamescapes and student desktops to Publisher market facing resources, and/or end user University/ College personnel (the prospect)
 - Support the publishing partners to quote Toolwire offerings to the University/ College
 - Assist the Publisher partner "sales team" in setting appropriate expectations to University/College prospects surrounding Toolwire offerings
 - Assist the Publisher partner sales team with closing deals and planning for future partner success and growth
- **Qualify and recruit new Higher Education accounts within target segments and/or territories:**
 - Ensure that Master Service Agreements, their respective Statements of Work (SOWs) and any pricing supports Toolwire's account penetration strategy as well as supporting the account's go to market plan
 - Define the critical success factors for each account's sales ramp and put a plan in place to achieve it (each Solution/Offering must be designed around Customer Centricity)
 - Identify and develop new opportunities within existing accounts that leverage existing products and or services to meet and/or exceed company's billing targets
- **Develop close relationship with Sr. Management within strategic Higher Education accounts such that they participate in joint planning efforts and development of a strategic account plan:**

- Work with Sr. Management within accounts to jointly develop annual (and review quarterly) plans that support attainment/overachievement of quota
- **Possess a strong ability and passion for understanding customer business needs and deriving business solutions in response:**
 - The candidate must be a team player, have demonstrated presentation skills, strong business acumen and a definite understanding of the education services, training and/or eLearning industry
 - The candidate must possess solution selling skills and be comfortable and adept at sales efforts at all levels of the prospects organization
 - The candidate must thrive in a position that requires proficiency in multi-tasking and working at great speed and possess a record of successful over quota attainment in a solution sales environment
 - The candidate must utilize qualified faculty, training and/or non-IT line management contacts within Higher Education and Fortune 2000 accounts as introductions for the sales team
 - In addition to being an energetic, charismatic professional, the Sales Director will possess a persuasive, dynamic, straightforward, self-starter personality as well as excellent presentation skills
- **Develop Sales Plan for Named Accounts in Higher Education:**
 - Diagnose needs of strategic Higher Education accounts and make recommendations to proactively address opportunities
 - Participate in regular Sales Meetings and be prepared to: update your annual plan, present how you will achieve quarterly goals, and identify necessary investment to grow top accounts and recruit targeted potential new Higher Education institutions
 - Achieve Funnel/Forecast coverage and update funnel/forecast database regularly. Participate in weekly forecast/funnel conference calls, utilizing Salesforce.com tools and applications

In order to achieve success in the Sales Director role, candidates must meet or exceed the following qualifications:

College degree plus 5-6 years experience in consultative or solution sales in Higher Education, IT software or services.

Self-motivated, flexible and able to work in a team environment with minimal supervision.

Strong interpersonal skills to interact with clients, management, and peers.

Excellent written communication skills to produce contract language and proposals.

Strong verbal communication skills, analytical and problem solving skills.

Working knowledge of personal computers in a business environment. With competency in basic

Windows, PowerPoint and Outlook and intermediate skills in Word and Excel.

Salesforce.com utilization

Very organized and detail oriented.