



**Job Title:** Inside Sales Representative  
**Reports To:** Vice President, Sales and Marketing  
**Location:** Golden, Colorado  
**Contact:** [connections@talentrust.com](mailto:connections@talentrust.com)

### **COMPANY OVERVIEW**

Based in Fredericton, New Brunswick, AutismPro provides online professional development, case management and evidence-based resources that equip educators and school staff to confidently meet and manage the unique challenges that a student with autism will present daily. AutismPro's US sales and marketing operations are currently being established in Denver, Colorado. The employees of AutismPro share a common purpose: to help educators improve and strengthen the lives of students with autism.

### **POSITION SUMMARY**

As an Inside Sales Representative you will be part of a growing sales organization that is responsible for developing AutismPro's U.S. K-12 business. You will be assigned an annual quota of \$500,000 and be responsible for revenue generation by identifying prospective customers. You will be responsible for establishing relationships with Superintendents, Special Education, Curriculum and Technology Directors at the district level and with Executive Directors and Principals at the primary and elementary school levels.

You may partner with a field sales representative where you will support one another and work together to close business for the company. You will mainly use online product demonstration tools as well as heavy outbound calling to drive sales. You will be responsible for generating your quarterly account plan, and documenting all of your activities in the company's CRM system: Salesforce.com.

Included in this responsibility is promoting our suite of products to public and private school districts in an assigned territory and maintaining a positive, productive, professional attitude toward your prospects, clients and co-workers. Your understanding of the conditions of autism and their impact on a school system, classroom and family are a huge advantage.

### **PRINCIPAL DUTIES AND RESPONSIBILITIES**

- Uses a consultative sales approach to sell web-based autism tools, resources and implementation services to the K-12 Education Market
- Applies at least 30 hours/week to consistent outbound calling
- Develops a territory plan that will solicit sales from existing lead base and referrals self-generated leverages
- Accurately forecasts monthly/quarterly product sales against assigned quota
- Responsible for selling primarily to assigned small to mid-sized education accounts
- Sells to and services accounts via phone, web, and e-mail
- Conducts product presentations and demonstrations to customers via the Web
- Maintains records of all sales interactions with customers and internal departments using a CRM
- Participates and assists with trade shows, conventions, sales meetings and executive briefings
- Provides complex price quotes using a variety of product specific quote tools
- Consistently gather feedback from education customers, and stay abreast of competitive offerings
- Conducts limited onsite customer sales calls when warranted
- Assists with department projects as assigned
- Enjoys cold-calling and establishing relationships; but is not motivated by relationships alone

- Must be a self-starter with proven, solid attention to detail and consistent follow-up and follow-through capabilities
- “Can-do no matter what” attitude
- Is a motivated learner and motivated by money
- A team player, effectively interacting with employees at all levels
- Effective and productive worker; and likes to hit the ground running
- Appreciates an entrepreneurial environment

### **QUALIFICATIONS**

- Self-motivated, highly organized and goal- oriented with a proven record of sales accomplishments
- In depth knowledge of the K-12 market with minimum 2.5 years of experience in inside sales
- Demonstrated success in cold-calling; preferably on directors and school district superintendents and representing K-12 educational curriculum software
- Solid understanding of telesales, conversion techniques and success metrics
- History of achieving at least \$500,000 in quota
- Basic knowledge of autism and special education system desirable
- Bachelor's or advanced degree in Education presents an advantage
- Undeterred prospecting skills utilizing high outbound call volume
- Excellent communication skills in all forms: verbal, written, and presentation
- Customer-oriented: Can place oneself in the shoes of the prospect
- Mature and confident voice presentation; excellent planning skills
- Strong self-discipline and demonstrated ability in time management
- Understands all steps within the sales process and is undeterred in ‘asking for the order’
- Can multi-task, support a field sales teammate, and thrive in a fast-paced environment
- Understands and operates by principles of data entry and record keeping
- Competent in sales applications: Webex, Salesforce.com, MS: Word, Excel, and PowerPoint
- Ability to travel up to 10% of the time

### **COMPENSATION**

Base compensation of \$40K to \$50K with the opportunity to earn \$75K first year and \$90K plus second year dependant on personal effort and performance. In addition to offering competitive compensation, our client also offers a benefits package.

Qualified and interested individuals should contact [connections@talentrust.com](mailto:connections@talentrust.com) for more information.