

Education IT Sales Manager

Job Title: Education IT Sales Manager

Manager: Managing Director

Start Date: Immediate

Salary: £40k + company wide bonus

Location: Rural office based, near Castle Ashby, Northamptonshire - 9am to 5pm

Summary:

Overnet Data is a small, innovative technology company that has been working in the education IT market for the last 10 years. We have developed a unique new product called EduLink One that is proving extremely popular in UK schools, improving the quality and functionality of their IT services while also saving the schools a substantial amount of money. We are looking to expand further by taking on a dedicated sales manager to join our team.

We are looking for an experienced individual from either a strong account management, business development, sales or education IT background to help sell our services, develop new routes to market, build relationships with strategic partners and help strengthen our relationships with existing customers. You will be working with a strong technical team, and report directly to the Managing Director.

You will be responsible for taking potential customers through the sales process, including performing both remote and on site demos throughout the UK as well as answering a wide range of technical questions. You will be responsible for developing new sales leads, working with partners who can help us reach more schools and developing new routes to market. You will be expected to maintain detailed records, and be able to provide accurate management reports on all aspects of the sales process. You will also be expected to help with marketing, and attend events around the UK and possibly overseas

This newly created role is expected to be primarily office based, delivering sales and account management functions through web demos and phone calls. We are looking for fun, highly motivated, enthusiastic and goals driven individuals to join our company. As this is a new role, it will suit an individual who relishes being a self-starter and is able to work independently.

We pay twice yearly bonuses based on the performance of the whole company.

Key Responsibilities and Tasks:

Responsibilities	Tasks
Strategy & Targets	Develop the sales strategy and programme of sales activities to grow sales and meet set revenue targets. Produce weekly account activity reports (summary of activities completed and focus for the following week). Provide monthly sales forecasts on pipeline opportunities, as well as summary of sales won and sales lost, including reasons. Develop contingency plans to address gaps in sales against target. Whilst not a hard-selling environment, the successful candidate will be expected to meet set KPIs to nurture and progress a lead through initial interest, trialling and finally successful sales conversion.
Lead generation and follow-up	Work with marketing to create optimised sales lead generation programmes. Identify opportunities for lead generation within target markets. Actively identify school clusters, chain schools and Local Authority relationships, with the primary goal of generating large school sales opportunities and developing brand / product awareness. Follow up on leads generated from marketing activities, regional shows and events, and customer services, ensuring leads are properly qualified, chased and reported on. Organise, prioritise & qualify sales opportunities. Identify opportunities to network at trade /

	industry events and establish new business opportunities.
Sales Demonstrations & Presentations	Attend and exhibit / present at trade shows / workshops across the UK, incl. twilight sessions and at weekends. Where required, you will be expected to deliver online demonstrations / webinars of the product to prospective customers (individuals or groups).
Customer & Pipeline Management maintained through Overnet Data's CRM system	Instigate regular customer (existing and prospect) contact time, primarily remote. Maintain a database of key account contacts. All leads, contact correspondents, tasks and sales pipeline opportunities will be expected to be entered into the company wide customer relationship management system.

Key Skills and Education:

- An understanding of the educational IT market and the purchasing and use of IT systems within schools.
- Previous software field sales experience in education, public sector or B2B.
- Strong organisational skills and the ability to manage and prioritise many different levels of responsibility and activity.
- Strong team player who can keep a level head working to deadlines and set key performance indicators.
- Self-motivated individual who is capable of working independently and remotely.
- Expertise in liaising and networking with all levels of customers.
- Excellent written and verbal communications skills.
- Technical proficiency of key office products (Microsoft Word, Excel, GoogleDocs), CRM, email and internet.