

## ROLE PROFILE

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### ROLE TITLE:

Educational Sales Representative (Mid-Western Region, Ireland)

An Irish owned company who has been adapting to the changing needs of school communities for the last 65 years. Our mission is to provide outstanding educational tools that have a positive impact on teaching and learning by responding to our customers' needs. Our vision is to make great learning easy!

### PURPOSE:

The main purpose of this role is to optimise sales in an assigned territory of school accounts taking ownership of them, delivering long-term value and grow Folens market share.

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### REPORTS TO:

Head of Post Primary & Primary Sales

## JOB SUMMARY

### Responsible for

- Calling to a designated area of schools to promote print and digital content to primary and post primary teachers
- Know our full product portfolio in detail and identify and forecast all opportunities within this range.
- Have a good awareness of competitor products to enable the business to track and analyse.
- Working closely and reporting to your line manager, you will create an achievable territory action plan to reach sales targets.
- Grow and maintain customer relationships within assigned territory and be the face of Folens in your area.
- Fully understand our customer needs and provide feedback/ identify opportunities to the business.
- Supporting National events including subject conferences
- Booklist data capture and analysis
- Ability to work with our internal systems e.g. CRM and MS Dynamics (training provided)
- Playing a cross functional role in the team working with all areas of the business to drive improvements and growth. (Sales, Commissioning, Marketing, Customer service, IT and Logistics)
- Add to the positive can-do-attitude of our existing sales team
- Bring to the table a creative flair at sales meetings

All the above will enable you to win and grow market share through effective performance management, targeting and delivery of campaigns.

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## REQUIREMENTS AND SKILLS

- Highly enthusiastic, results driven individual with a passion for people, customers, sales, and fact-based decision making.
- Driven Sales professional capable of working in multiple sales models and markets simultaneously with multiple brands/products.
- Strong analytical skills, with the ability to work with CRM & data warehouse systems and maintain, analyse, and interpret data
- Takes Ownership – is accountable and holds oneself and others to account.



- Ability to prioritise and use time efficiently and effectively.
- Solution oriented ability to understand customer needs and present the solution to meet those needs.
- Self-driven – the ability to work on own initiative and be self-motivated to succeed without close supervision.
- The flexibility and adaptability to embrace the development of new product types, technologies, and methodologies in the education market.
- Flexible in workloads, times, and travel.
- Excellent communication and presentation skills both one to one and in groups (small and large).
- Interest in/knowledge of digital technology and Aptitude for IT solutions.
- Strong IT skills in MS Office and CRM systems
- Integrity, honesty and openness and a proven ability to engage and influence with authenticity.

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## QUALIFICATIONS/EXPERIENCE:

- Degree (or equivalent) in Education / Business / Sales / Marketing Related Discipline OR 5+ years' experience in a similar Sales role.
- Interest and passion for Irish Education
- Proven ability to work & influence Cross Functionally
- Proven ability to work well independently with a track record of high-quality results
- Experience in budgetary management
- Proven track record in administration side of sales
- Ability to engage audiences formally daily (Sales presentations/small group demos)
- Relationship management skills
- Full clean and valid driving license
- Experience of solutions selling

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## BENEFITS

The successful candidate will receive the following benefits:

- Permanent Full Time Contract
- Monday to Friday 37.5 Hours per week
- Company car will be provided
- 35 Days Specified Annual leave
- Mobile Phone & Laptop
- Full Training Provided
- Daily Lunch Allowance
- Incentives and Bonuses
- Company Pension

To apply please send a brief cover letter and CV to [careers@folens.ie](mailto:careers@folens.ie)

If you have any further queries, please contact Folens HR on [careers@folens.ie](mailto:careers@folens.ie)