

S.CHAND HARCOURT (INDIA) PVT. LTD.

JOB DESCRIPTION: HEAD – SCHOOL SALES

Department: Business Development

Designation: Head – School Sales

Responsible for the overall coordination, functional management and leadership of all of the sales and business development activities of the business. The position reports directly to the Sales and Business Development Country Head.

Experience: 10 – 15 years (prior experience in E-learning segment a distinct advantage)

Educational Qualifications: MBA with specialisation in Sales and Marketing

Roles & Responsibilities:

- The Head of School Sales will be responsible for achieving the Sales and Revenue Targets
 - The Head of School Sales is responsible for the establishment and achievement of sales objectives in coordination with the Sales and Business Development Country Head and the company's business plan.
 - The Head of School Sales is responsible for providing an annual Sales Plan and providing quarterly updates, revisions and modifications to the Plan.
 - The Head of School Sales is responsible for coordinating the specific objectives of the Sales Plan with all of the functional departments of the company and, most specifically with Product Development, Marketing, HR, Operations, Logistics and Finance.
 - The Head of School Sales, in coordination with the Sales and Business Development Country Head, designs, formulates and implements both market and target customer strategies for the company in terms of revenue, profits, growth, customer acquisition and customer retention.
 - The Head of School Sales is responsible for, in coordination with the Sales and Business Development Country Head, driving innovation of E-Learning solutions in India for K-12 business
 - The Head of School Sales is responsible for all aspects of team management and motivation, monitoring and managing the Regional and Territory teams PAN India.
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- The Head of School Sales is responsible for timely reporting to Management of all sales and business development KPIs by ensuring that all reports are duly captured at all levels as scheduled.
- This position is responsible for the successful management of the needs of the company's customers in order to meet the objectives of the company's overall business plans and strategies.
- The Head of School Sales manages all of the field and in house sales functions of the company's facilities. The position specifically is responsible for field sales, across Private and Public schools sales, including any telemarketing and customer support functions of the business.
- The Head of School Sales, in coordination with the Sales and Business Development Country Head, defines and manages the monthly and annual sales objectives for all of the sales personnel.
- The Head of School Sales is expected to spend a significant portion of time in the field both with individual accounts, co-travelling with sales personnel.
- The Head of School Sales is expected to be knowledgeable of market and industry trends, competitors, and leading customer strategies.
- The Head of School Sales is expected to plan and organise / attend national and international conferences and exhibitions as per market requirements.

Key Skills:

- Has proven track record of achieving set targets.
 - Has managed both in house and field sales personnel.
 - Has been a sales manager in the education industry and preferably the E-learning industry.
 - Has developed and executed tactical sales plans including quotas and account objectives.
 - Has managed phone sales.
 - Is highly organised and has very effective time management skills.
 - Is a demonstrated leader among employees.
 - Is highly computer literate and is proficient using sales database tracking programs.
 - Strong negotiating skills and capacity.
 - Strong written and verbal communication skills.
 - Equally strong listening skills.
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Attributes:

- Highly customer focused.
 - Strong leadership qualities both with customers and employees.
 - Highly efficient.
 - Proactive.
 - Ability to set policies, but remain flexible when customer conditions require.
 - Motivational and evident ability to inspire team members to achieve goals.
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