Regional Program Manager, Northwest Pacific

This position manages all sales activities within a given territory for specified states and is responsible for achieving yearly sales targets by developing a strategic regional action plan, including tactics and milestones. This position is responsible for developing collaborative relationships with internal partners in Professional Development and ASCD Faculty, decision-makers for each account within assigned territory, developing sales opportunities, tracking and reporting market trends and sales progress, writing proposals and contracts with states, districts and schools, and monitoring customer satisfaction.

In this role, the ideal candidate will:

- Uses a consultative sales approach to sell, consult, and promote ASCD programs, products, and services by contacting prospective and established customers and by providing customer needs assessment and product support services.
- Establishes short and long-term sales strategies for assigned accounts, provides reports, and maintains a database of sales opportunities; updates contact records for each account; makes appropriate recommendations and modifications to sales activities and regional sales plans.
- Gathers and provides competitive and visitation information from customers that benefits ASCD in the development of new products, programs, and services, while at the same time offers customers solutions from the wide array of ASCD programs, products, and services that can address their professional development needs.
- Maintains an ongoing, high-level knowledge of ASCD products and services and sales and marketing models and processes, as well as an awareness of markets, competitor activities, and contacts within assigned area; recognizes and reports relevant sales and market trends in their regions.
- Participates in exhibiting and presenting at ASCD meetings and conferences as well as other national and regional membership organization conferences.
- Manages and conducts special marketing and sales projects as assigned.
To qualify, the ideal candidate will have:

**Knowledge**

- A four-year college degree in a relevant field of study is preferred.
- In-depth knowledge of sales techniques.
- Knowledge and use of online sales management applications highly desirable.
- Extensive knowledge of the pre-K–12 market.

**Skills and Abilities**

- Superior organizational, presentation, and communication skills.
- Superior listener with the ability to analyze needs and recommend solutions
- A self-starter who works well independently.
- Ability to establish relational trust, internally and externally.
- Ability to manage and prioritize opportunities within a large geographic region.
- Demonstrated selling techniques, the ability to negotiate and close sales, and sales account management.
- Ability to use lead management software applications.
- Ability to create and manipulate Excel spreadsheets and develop and publish Word documents.
- Ability to present to large groups at conferences and demonstrate online products.
- Capacity to understand and effectively interpret the clients’ political culture to the extent necessary to close a sales opportunity.
- Ability to collaborate internally with peers and others across organizational work groups.

**Experience**

- Five years’ related sales experience is required.
- Three to five years’ experience in the education market is highly desirable.

To apply for this opportunity, send your cover letter (including salary requirements) and resume to go to hr@ascd.org.

ASCD is the global leader in developing and delivering innovative programs, products, and services that empower educators to support the success of each learner. Comprising 140,000 members—superintendents, principals, teachers, professors, and advocates from more than 138 countries—the ASCD community also includes 56 affiliate organizations. The nonprofit’s diverse, nonpartisan membership is its greatest strength, projecting a powerful, unified voice to decision makers around the world. To learn more about how ASCD supports educators as they learn, teach, and lead, visit www.ascd.org.
The Total Rewards of ASCD employment extends far beyond salary and includes a rich array of work life benefits and a health and wellness package that is highly competitive.

ASCD is an equal opportunity employer. We are committed to the full and effective utilization of qualified persons, regardless of race, color, religion, sex, national origin, age, physical and mental disability, or veteran status.