**Bilingual English-Chinese Sales Representative (Full Time Hybrid or Remote)**

Cheng & Tsui is an award-winning international publisher of educational core and supplemental materials in Asian languages and cultures studies based in Boston, MA. The *Integrated Chinese* series has been the most widely adopted Chinese language textbook in North America and is used in nearly 100 countries. This position is for a talented individual to contribute to the overall growth of our social entrepreneurial business.

As a Sales Representative, you will engage client prospects to close new business in K-12 and Higher Education institutions. The role is most suited for an individual who enjoys building relationships and closing business as a sales professional. This position also offers the opportunity to join a collaborative team dedicated to the company’s mission of helping to develop future global citizens. A love of education, world language pedagogy, and Asian languages and cultures is highly preferred.

**Responsibilities include**:

* Taking a consultative selling approach to consistently close new business
* Interpreting and building upon lead generation data provided by in house marketing staff in order to schedule targeted engagements with prospects
* Successfully negotiating the organizational structure of schools/districts/state level administrations to build relationship equity with key contacts
* Bringing new business prospects to closure with signed agreements for adoption of the company’s products
* Conveying marketplace dynamics back to marketing team for competitive analysis
* Actively maintaining company CRM application/s with pipeline information for effective planning, analysis, targeting and winning business
* Traveling to and exhibiting at conferences, workshops virtually or in-person
* Making in-person or video presentations that demonstrate a sincere and passionate appreciation of the pedagogical advantages of the company’s print and digital products to achieve learning outcomes

**Requirements**:

* 3+ years of experience in sales
* 4-year college degree or equivalent work experience
* Excellent written, verbal, and listening communications skills
* Strong technology skills and experience presenting print content and digital components to prospective customers both in-person or virtually
* Motivated and committed to meeting and exceeding revenue goals
* Self-starter with the ability to work well independently and collaboratively in a team environment
* Highly organized and responsive, with excellent follow-through on promises
* Love for global education, especially world languages and cultures
* Authorized to work in the US

**Preferred**:

* Some teaching or classroom experience
* 2+ years of experience in a sales position in a publishing company
* Bilingual in an Asian language

We are an Equal Opportunity Employer. We offer 401K Plan, health, dental, life and disability. Salary and title commensurate with experience.

**TO APPLY:**

Required: Your résumé and cover letter with details on how your skills and experience mesh with the duties listed above. E-mail to [**careers@cheng-tsui.com**](mailto:careers@cheng-tsui.com) and include **Sales Representative** in the subject line.