



Educational Sales Representative (Full Time)

Cheng & Tsui is an award-winning international publisher of educational core and supplemental materials in Asian languages and cultures studies based in Boston, MA. This position is for a talented individual to contribute to the overall growth of our social entrepreneurial business.

As an Educational Sales Representative, you will engage client prospects to close new business for the firm. 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:

- 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 bureaucracies 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
- 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

Requirements:

- 3+ years of experience in sales
 - 4-year college degree or equivalent work experience
 - Excellent written, verbal, and listening communications skills
 - 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
 - Authorized to work in the US
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Preferred:

- Some teaching or classroom experience
- 2+ years of experience in a sales position in a publishing company
- Bilingual in an Asian language
- Huthwaite SPIN certification or NASP Certified Professional Sales Person (CPSP) or commensurate professional development credentials

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 and include **Sales Representative** in the subject line.