

POSITION DESCRIPTION



Name: TBA

Job title: Sales Consultant, Primary (WA)

Date: February 2019

Department: Sales Primary, School Division

Reports to: Primary Sales Manager

Basic purpose:

The Sales Consultant, Primary will promote Nelson Cengage educational print and digital products to the Primary education markets in a designated territory to achieve overall revenue plan.

Regular country travel will be required to meet the needs of this role.

Principal accountabilities:

Key Outcome and Area	% of Total Job	Objectives and Tasks	Core Competencies	Standards
Face to face selling	60%	<ul style="list-style-type: none"> Plan and make an average of 15 appointments per week with staff in Primary schools within WA, as agreed with the Primary Sales Manager. Demonstrate, present and display key products to customers. Where required to meet the needs of the WA market country travel and weekend work will be necessary. Maintain regular and close contact with curriculum committee officers, subject association officers, advisory teachers, consultants and other key personnel in the Primary market in WA. Encourage and assist key booksellers in the Primary education market to carry and promote Nelson Workbook titles whilst responding to Primary school inquiries. 	<ul style="list-style-type: none"> Being proactive with appointment making, use of telephone and emails Being proactive and responsible for customers in designated territory Understanding of the specific state curriculum structures and familiarity with school systems Develop proactive working relationships Sound understanding of the Primary market and the adoption process Excellent understanding of the sales process 	<ul style="list-style-type: none"> Actively contributes towards revenue generation, revenue growth and cost control Revenue growth New business Contribution to key sales results Bottom line focused Customer-first focus, putting learning first Meeting deadlines Enjoy communicating and problem-solving Approachability Effective working relationships Actively establishes industry relationships and utilises networks to improve knowledge that adds value to project development

	<ul style="list-style-type: none"> • Arrange for Nelson Cengage titles to be displayed and promoted at relevant subject conferences, in-services and speciality displays. Attendance at and reporting on displays featuring Nelson Cengage key titles is required. • Advise Marketing Co-ordinator on specific needs to assist promotion of Nelson Cengage titles in WA. • Collaborate with the Marketing Coordinator to create product session invites. • Liaise with venues and Marketing Coordinator regarding bookings, event details and catering requirements for product sessions. • After consultation with the Primary Sales Manager, co-operate to identify any areas of difficulty that might hinder the achievement of the overall revenue plan in WA. • Perform any such related tasks as may reasonably be required to help achieve overall revenue plan in WA. • Present a professional standard in dress and conduct as expected of Cengage employees. • Attend and actively participates in sales conferences. • Work towards and achieve set sales targets. • Actively pursue cost saving measures. • Effective management of expenses • Keep expenses within budget constraints. • Any other duties as required by Primary Sales Manager. 	<ul style="list-style-type: none"> • Attentive and active listening to understand customers' needs • Establish and maintain effective relationships by building rapport with customers • Product and market knowledge especially knowledge of competitors' products • Excellent written and verbal communication skills • Analytical and problem-solving abilities with keen attention to detail and follow through • Creates new and unique ideas • Excellent presentation skills • Organisation and time management skills • Easy to approach and talk to • Strategic thinking and knowledge of the impact strategies and tactics may have in the marketplace • Provides accurate information so that others are able to make informed decisions • Ability to set objectives and goals • Identify trends and anticipate market changes • Look beyond the obvious • Contribute to discussion in a friendly, clear manner • Business acumen 	<ul style="list-style-type: none"> • Embraces Cengage core values, ethos and credo • Product knowledge • Interpersonal savvy • Work towards sales targets • Attendance and active participation at conferences • Excellent listening skills • Planning and strategic skills • Creating win-win situations; a positive attitude to problem-solving, questioning the status quo and willingness to take calculated risks • Effective management of expenses • Increased participation in professional development and product sessions • Smoothly run sessions, including appropriate venue and catering • Setting the bar higher to achieve the best possible outcome • Shows mutual respect for others and acknowledges diverse thoughts and backgrounds • Sharing ideas and learning in a team environment, challenging ourselves and others
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Administrative duties	20%	<ul style="list-style-type: none"> • In liaison with the Primary Sales Manager, set key objectives and strategy plans in accordance with the targets of the sales year • Submit weekly reports to Primary Sales Manager in a timely manner when required • Responsible for maintaining ongoing CRMS data for designated territory. • Report on suitability of Nelson Cengage titles for the market as well as trends and changes • Inform and assist publishing editors about possible manuscript acquisition, potential authors and publishing opportunities where applicable 	<ul style="list-style-type: none"> • Excellent written and verbal communication skills • Excellent organisational skills • Effective time management skills • Organised, attention to detail, flexible problem solver • Ability to work autonomously and be part of a team • Excellent PC skills and experience working with Microsoft Office applications and a willingness to learn new technologies 	<ul style="list-style-type: none"> • Conscientiousness, persistence and reliability in record maintenance and communication • Meticulous attention to detail • Proactive problem-solving • Meeting deadlines • Quality and timeliness of reports generated • Up to date territory records • Accurate and up to date information in Magellan • Adherence to policy and procedures
Continuous Improvement	10%	<ul style="list-style-type: none"> • Supports Continual Improvement processes throughout the entire project including supporting Project Managers during the audit process. • Seek opportunities to enhance documentation, processes and supported systems to improve processes and procedures. • Keep abreast with the continual changes in your field of expertise including any digital and technology developments. Share knowledge with manager and team. • Actively seek opportunities to extend and enhance personal knowledge and skills in order to better support customers and colleagues. 	<ul style="list-style-type: none"> • Problem-solving abilities with keen attention to detail and follow through • A willingness to support and help others • Ability to use initiative and take responsibility 	<ul style="list-style-type: none"> • Continuous improvement and improved efficiency • Self initiated training and development of knowledge • Demonstrated initiative for issue resolution and new ideas to add value to users • Participation and contribution of processes improvement projects • A positive attitude to problem-solving, questioning the status quo and willingness to take calculated risks

Workplace Health and Safety	10%	<ul style="list-style-type: none"> • Be aware of duty of care and act in a safe manner. • Ensure all company WH&S policies and procedures are adhered to. • Be familiar with property security, first aid and fire emergency procedures. • Report any hazardous situations, incidents or accidents and take immediate action if applicable to reduce risk of injury. • Participate in WH&S Investigations when required. 	<ul style="list-style-type: none"> • Ability to follow policies and procedures • Ability to use initiative and take responsibility • WH&S Aware • Analytical and problem-solving abilities 	<ul style="list-style-type: none"> • Adherence to WH&S policies and procedures • Increased WH&S awareness • A positive attitude to WH&S • Reduction of number of WH&S incidents
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Direct reports: Nil

Main contacts:

Internal: Primary Sales Manager, Primary sales and marketing team, Operations team; Primary Publishing, Professional Development team

External: Primary educators, literacy consultants, curriculum and professional development advisers, booksellers

Preferred Education / Qualifications / Experience:

Graduate qualifications preferred, or experience in sales/and or teaching

Drivers licence

Working with Children Check / Police Check (relevant to your state)

Our Ethos:

- Put Learning First: We accelerate new ways of lifelong learning for everyone, including ourselves, with a relentless focus on our customers
- Embrace the Unknown: We question the status quo and take calculated risks to transform how the world learns. We are resilient and audacious
- Set the Bar Higher: We challenge others, and we challenge ourselves even more. We are always improving and never satisfied. We are unstoppable
- Do More Together: We are powered by people with diverse thoughts and backgrounds. We collaborate to create a whole that is stronger than the individual parts.
- Be Candid: We take ownership of everything we do and treat each other with mutual respect. We are transparent because we see problems as opportunities to improve.