



About Learning Without Tears (LWT): We are an ever-growing, family owned company striving to provide the best education products, professional learning, and digital resources for educators and children. Innovation and collaboration fuel us every day. We live our passion of helping children learn and grow.

Join our driven, dynamic team as we embrace change, excellence, and simplicity to make a difference in educators' and children's lives.

The **Territory Manager** is responsible for achieving or exceeding sales objectives to public, private and charter schools in their assigned territory.

What You'll Be Doing:

- Master expertise in processes and content for all Learning Without Tears (LWT) brands, curricula and products.
- Develop and implement a month-by-month territory development and communication plan that includes outbound calling, marketing support, personalized emails, conferences, presentations, and visits designed to increase revenue from existing customers and to sell into new districts and schools.
- Partner with Customer Success counterpart to develop assigned territory by improved retention, additional product sales to current schools and districts, addition of schools within a district, and new schools and districts.
- Leverage current customers and school development activity to drive new business sales in districts with less than 15% penetration.
- Utilize CRM to plan for sales success, documenting 100% of activity, next steps, and opportunities real-time in the CRM to provide insight into tactics that are working and areas for improvement.
- Identify and leverage trends to capitalize on opportunities or minimize risks.
- Provide input to marketing to connect marketing initiatives with sales activity – retention, growth, and new business.
- Take immediate and appropriate action to correct sales performance shortfalls.
- Follow a documented sales process.
- Maintain a good working knowledge of current sales techniques and industry/education developments.
- Qualify and convert incoming calls and assigned leads.
- Successfully convert prospects to opportunities.
- Participate positively and actively in weekly, monthly, and annual sales meetings and company functions as appropriate.
- Interact with audience and adjust presentation appropriately, use visual support media effectively, create a climate during presentations in which participants feel safe to learn and contribute, and provide support and feedback.

Your Experience & Qualifications:

- B.A. or B.S. in education or business-related field.
- 4+ years sales experience selling both a physical and **digital** product.
- Knowledge of Learning Without Tears materials preferred.
- Knowledge of selling to public-school systems.
- Education and/or technology-based solutions sales preferred.
- Experience leveraging new products to increase the average value of a client.

- Successful individual and team achievement with substantial quota and transaction-based sales.
- Proven success prospecting (cold calling and web research), building a robust and balanced pipeline, moving opportunities through the sales cycle; proposing, presenting, and discussing solutions with buyers and influencers.
- Experience using technology to increase sales activity and effectiveness.
- Compelling and inspiring verbal and written communication skills.
- Excellent presentation and public speaking skills; comfortable with and enjoy speaking in front of large and small groups.
- Experience uncovering and evaluating new opportunities.
- Excellent organizational skills with the ability to handle multiple projects at once while completing quality work on a timely basis.
- Self-starter with a passion for improving student outcomes.
- Ability to work independently and effectively in a reporting relationship with an off-site manager.
- Proficient with CRM tools, web-based presentation tools, and Microsoft Office applications.
- Strong service orientation.
- Ability to lift up to 40lbs.
- Ability to work a flexible schedule including some nights and weekends.
- Ability to travel approximately 40% of working time.

Why Learning Without Tears:

Check out even more reasons why Learning Without Tears is a great place to work.

- ✓ Competitive benefits including medical, prescription, dental, vision, short and long-term disability, life insurance, paid family leave, pet insurance, standing desks, flexible scheduling, and more!
- ✓ Fun happens with company picnics, health and wellness fairs, Turkey Fry, Yankee swap, pizza and happy hour Fridays, milestone and birthday celebrations, and other surprises!

Apply now at <https://hwtears.applicantpro.com/jobs>

Learning Without Tears is an Equal Opportunity and Affirmative Action Employer.