



Title: Inside Account Executive - Education

Location: Inside Sales, Walnut Creek CA

Overview:

Based in Walnut Creek, CA, Sibelius is the world market leader in software for writing, teaching and publishing music. We are a business unit of Digidesign (www.digidesign.com), the Daly City based maker of Pro Tools and the audio division of Avid (www.avid.com). Sibelius creates and distributes innovative, high-quality software that is easy to use. With products for composition, coursework, testing, reference, playback, publishing, authoring and e-commerce, Sibelius covers every aspect of music.

POSITION SUMMARY

The Account Executive – Education position requires a sales professional with experience selling to Higher Education & K-12. Ability to effectively communicate with everyone from the Music Teacher to the Fine Arts Coordinators, as well as the District/Senior/Executive level is essential. Candidate must have excellent verbal as well as written communication skills and the ability to articulate Sibelius Education Products strategy as well as the Sibelius Value proposition.

The ideal candidate will possess a quantifiable record of success in Education or Technology sales, with a demonstrated ability to meet and exceed sales goals. Will have a solution-based approach to solving customer requirements and must understand complex sales cycles, build consensus throughout multiple levels of organizations, and be adept at developing relationships at executive levels. The ability to properly qualify prospects and working with an Sibelius outside territory sales manager is essential.

The ideal candidate will have 3-5 years professional sales experience, as well as the ability to read & write music notation, and understands and can articulate pedagogic needs in education and how technology can be an instrument of change.

Key to success in this role will be your ability to quickly and properly qualify prospects & leads, correctly identify the decision maker(s), understand the needs of the account,

determine the size of the opportunity, decide on the most appropriate next step, and quickly close the deal.

You should be passionate about your work, always thinking about the next sale, have a strong work ethic, and always be prepared. You should earn the customer's trust (and business!) and stay engaged, even after the deal has been closed.

You will represent the company and our products over the phone, through online sales presentations, and occasionally at trade shows and other related events. This position is responsible for managing relationships related to all aspects of the sales cycle for Sibelius educational targets. This is a numbers-driven inside sales position reporting to the Director of Sales.

DUTIES AND RESPONSIBILITIES

- Identify, assess, qualify, quote, and close opportunities for Sibelius academic products within your sales territory.
- Work with assigned Outside Sales representative(s) for a team sales approach to achieving the company goals and objectives within a territory
- Communicate using verbal and written correspondence, with upper-level decision makers at academic institutions.
- Maintain and nourish a strong customer relationship throughout an extended sales cycle.
- Advance qualified opportunities through the sales cycle in as short a period as possible.
- Execute sales plans to meet corporate goals & objectives.
- Utilize sales resources to maximize territory coverage
- Represent Sibelius at trade shows and events as needed
- Prepare weekly sales report showing current pipeline, sales opportunities (channel & direct), and areas of proposed client base expansion.
- Deliver results that meet or exceed monthly, quarterly, annual sales goals

QUALIFICATIONS AND REQUIREMENTS

- Minimum 3 years of professional sales experience, with at least 1-2 years in the education market
- Must be familiar with the HiED and K-12 market and customer requirements.
- Proven track record of successful performance in a quota driven sales role
- Experience working with both direct and indirect reseller channels
- CRM systems familiarity (Salesforce.com preferred)
- Excellent writing and presentation skills
- Self-motivated and hardworking results driven individual
- History of exceeding sales quotas and recognized success
- Ability to work effectively with a sales team in a fast paced, changing environment
- Demonstrated success establishing and cultivating relationships

EDUCATION/OTHER EXPERIENCE

Required: BA/BS (Music degree preferred)

Compensation is commensurate with experience and includes bonus plan, medical, dental and vision coverage, LTD & STD, 401K, Section 125 medical spending plan, vacation, holiday and sick pay.

Appropriate candidates should contact Claire Collins at ccollins@pinnaclesys.com or 650.930.2923.