



Title: Outside Account Executive – Education
Location: Outside Sales, US Western Region

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 seasoned Education sales professional with experience selling at the District/Senior/Executive level. 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 prospect and manage territory, as well as develop new business in competitive situations, is essential.

The ideal candidate will have 5 years professional sales experience, as well as the ability to read & write music notation, 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 identify the decision maker(s), understand the account, determine the size of the deal, put together a comprehensive solution, 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 through sales presentations, clinics, 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 outside sales position reporting to the Director of Sales.

DUTIES AND RESPONSIBILITIES

- Lead the sales efforts for education (K-12 and higher education) within the US Western Region (includes AZ, CA, OR, NM, UT among others)
- Identify, assess, qualify, quote, and close opportunities for Sibelius academic products within your sales 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.
- Develop and implement strategic sales plans to accommodate corporate goals.
- Utilize inside 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.
- Monitor and evaluate the activities and products of the competition in order to create effective selling strategies
- Assist with training and outreach as necessary to ensure ongoing customer satisfaction and maximize renewal potential
- Deliver results that meet or exceed quarterly sales goals

QUALIFICATIONS AND REQUIREMENTS

- Minimum 5 years of professional sales experience, with at least 3 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
- Ability and willingness to travel a minimum of 50%
- 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 business 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.