



Job Description

Title	Sales Representative
Reports to	Founder
Employee type	Full-time
Travel required	15-20%
Location	State College, PA

Background

[Flip Learning](#) is a small and innovative publisher of engaging and unconventional textbooks for humanities and social science subjects within higher education. Our authors are renowned scholars who have received distinguished awards for undergraduate teaching, which prepares them to write page-turning textbooks that enliven and enrich introductory general education experiences for students. A “born digital” publisher, Flip leverages the affordances of a digital age to integrate rich multimedia content and features within its authors’ lively written narratives.

Job Summary

The Sales Representative will set and achieve sales targets across three product pipelines for Flip Learning, including New York Times bestselling author Rhoda Janzen’s forthcoming title for the English Composition market. The candidate must be an intellectually curious, entrepreneurial, pragmatic, and relationship-oriented individual who can work collaboratively with Flip Learning’s core team to create, implement, and achieve sales forecasts and goals through email, phone, web-based, and face-to-face contact with university faculty. This individual must also have outstanding interpersonal communication abilities and leadership capabilities, and should be a confident user and frequent early adopter of web-based technologies and platforms.

Essential Job Functions

- Uses customer relationship software to set and achieve sales targets for existing leads (1,000+) across three product pipelines.

- Uses customer relationship software to create sales forecasts and a strategic plan of action for achieving them.
- Uses customer relationship software to generate sales reports to share in regular meetings with principals and authors.
- Identifies new prospects, builds new relationships, and closes new business through trade shows, local travel, cold calling and emails, webinars, and by curating results from drip marketing campaigns.
- Updates, maintains, and generally oversees the customer relations database.
- Performs occasional professional account management activities (i.e., half-day site-based training for large departmental adoptions).
- Consults with principals on new sales rep personnel actions, such as hiring and training.
- Consults with principals to orchestrate aspects of new business development for core content and software products in college-level Humanities and Social Science instruction.
- Incorporates customer feedback into regular consultative meetings with Flip Learning principals on product and business development, launch strategies, and sales strategy.

Qualifications

Education/Habits/Aptitudes

- Outstanding communication habits, including attunement to the needs and interests of professors and their students, and clarity and efficiency of written, oral, and visual communication.
- Bachelor's degree in Liberal Arts discipline preferred (e.g., English, History, Rhetoric) with minor and/or additional major in business related field.
- Course work and/or seminars and workshops in English, Public Speaking, Business Development, Digital Marketing, Sales, Entrepreneurship, and User Experience Design (UX) desirable.
- 2-4 years of sales experience in higher education publishing or closely related field is strongly preferred.
- Strong orientation towards optimism, perseverance, and intellectual and personal challenge and growth.
- Excellent writing and computer skills, including the use of email, presentation software, spreadsheets, and screen sharing software.
- Passion for education and its capacity to help people achieve personal and professional fulfillment.

Interested applicants should send a resume and cover letter to Chris Spielvogel (christian@fliplearning.com). christian@fliplearning.com