



## Regional Account Executive Position Description

**Position Title:** Regional Account Executive - California  
**Reports to:** CEO initially; eventually to the National Sales Director  
**Territory:** California

### About the Company

The company, co-founded by Dr. Susan Hall, is a leader in US literacy interventions and MTSS/RTI implementation for Pre-K through grade 8. The organization offers professional development as well as print and online products to assist teachers with helping students who struggle in reading. The company has just experienced explosive growth and is seeking a California representative to help support and grow the business.

### About the Position

The primary responsibility of this position is to generate sales of all company products and services in order to meet or exceed defined sales quotas and objectives. Representative will support current clients in fully implementing 95 Percent Group's services and products, and identify and assist prospective K-8 district or school clients in exploring how 95 Percent Group products and services will help improve its reading goals. Working with school administrators and educators, Regional Account Executive will be responsible for conducting a discovery process followed by proposing a tailored solution in implementing our professional development, diagnostic assessments, and instructional materials.

Regional Account Executive will grow the Company's sales pipeline leading to growth of the Company's revenue. Tasks include generating and following-up on leads generated by the website, company events, and the marketing department's campaigns. Support of current and future clients includes activities such as attending conferences and the company's events, and participating in sales meetings.

### Key Responsibilities

- For existing clients:
  - Meet with current clients to determine how their implementation is going and identify further products or professional development needed to achieve their goals
  - Call on all existing clients at least twice annually and assist in many ways, including demonstrating how to assemble the products, walking them through the materials for the diagnostic assessments, and answering questions of teachers or reading coaches
  - Coordinate closely with the account's Consulting Client Manager who oversees the professional development workshop and coaching days
- For prospective clients:
  - Develop relationships with prospects to identify needs using school's assessment data to identify primary student deficit areas (phonological awareness, phonics, comprehension, and vocabulary)
  - Facilitate discovery process to understand district or school's needs
  - Achieve defined sales goals

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- General:
  - Sell the reading products and professional development services that are offered by the company via phone and email, webinar, and site visits – Write quotes and proposals
  - Use customer relationship management (CRM) software tool *Salesforce* to log customer related activity:
    - Recording notes from site visits and other events
    - Pipeline management /forecasting
    - Following up on leads
    - Calls/email communication with customers
  - Develop a territory plan including overview of state literacy initiatives, evaluation of historical sales, analysis of website visitors, and identification of target districts for expansion or new business
  - Assist in regional conferences or literacy showcases by staffing the company's booth or table, and sometimes making overview presentations
  - Submit travel expenses in a timely manner using *Concur*® expense reporting online submission system

### Prior Experience:

- At least 3 years of teaching experience in elementary grades, especially K-3
- Experience as a reading/literacy or MTSS/RTI coach is a plus
- Deep understanding of the Science of Reading, such as LETRS trainer, or completed participation in many of the modules of *Language Essentials for Teachers of Reading and Spelling*
- Extensive network of contacts throughout state including elementary principals, reading/literacy coaches, district literacy curriculum staff, ELL, special education, and Title I district staff
- Experience and comfort with technology (MS Office, CRM, iPad, webinar technology)

### Regional Account Executive will possess the following skills/characteristics:

- Energetic self-starter with a strong work ethic and proven track record of success
- Passion for literacy and improving reading achievement for students
- Team player
- Excellent business and technology skills
- Exceptional presentation skills; great communicator across all media
- Positive attitude aligned with an entrepreneurial spirit
- Highly organized, with excellent planning and prioritization skill
- Ability to travel up to 40% overnight primarily within the state; expect to travel several times monthly to distant regions within the state involving overnight stays 1-2 nights. Additional travel to conferences and meetings typically occurs 8-10 times a year.

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