

[Apperson Education Products](#), a division of Apperson Print Resources, Inc., is a leading manufacturer of test scoring equipment. To date, Apperson has sold over 30,000 test scoring machines and sells over 100 million test forms per year. Apperson is a 53 year old family-owned company with outstanding values and a reputation for treating its customers, employees and contractors with respect. For more information about Apperson Education Products, click [here](#).

Apperson currently sells its test scanners, assessment software and test forms through a dedicated and experienced inside sales force from its Seattle, Washington office. However, we are in the process of launching an exciting pilot in a few select areas to determine whether employing a field sales force would be a more efficient model for boosting sales and increasing our presence in the education community.

Apperson is currently looking for two field sales representatives (Educational Sales Consultants) **located in the Atlanta metro area** who have experience and contacts in their K-12 education communities to join the Apperson sales team during this fun pilot stage and who can work from home. The candidates do not need to have any prior sales experience. However, candidates must possess salesperson-like traits such as being:

- Self-motivated
- Outgoing/gregarious
- Organized
- Tenacious (persistent)
- Reliable

In addition, successful candidates will have had experience in teaching, demonstrating to, or training others how to use technology – particularly individuals who have done this in the K-12 setting. In addition, individuals who are familiar with educational assessments or testing practices and who are also familiar with the NCLB requirements placed on schools and districts will be considered very favorably.

The Educational Sales Consultant will work from his/her home.

### **Job Description**

The **Educational Sales Consultant (ESC)** will be responsible for reaching out to the appropriate contacts within schools in his/her territory to set up appointments for demonstrating Apperson's test scoring equipment and software. Appropriate contacts within a school likely range from a department chair to a principal.

Once the ESC sets up an appointment to demonstrate the Apperson products, the consultant will be responsible for arriving to the appointment on-time and for accurately, proficiently and professionally demonstrating the Apperson products. The ESC will be responsible for following up with all leads. The ESC will be responsible for delivering any estimates or quotations requested by prospective customers using a prescribed format. If the prospective customer decides to purchase the Apperson product/s, the ESC

will be responsible for receiving a purchase order (PO) and for submitting the purchase order and the sales order form to an order entry clerk at Apperson.

Although most sales will be done at the school level (and mostly at the secondary school level), the most successful ESC will be the individual who obtains contacts and access to the appropriate district-level personnel for district-level sales. The Regional Sales Manager will be available to assist with any district-level sales.

On occasion, some school-level sales may be able to be done over the phone. However, the ESC will be more likely to have a higher-level sale and a higher close rate if the prospective customer sees the product/s in person. Some demonstrations may be conducted via the web, although, again, the ESC will be more likely to close a sale if the demonstration is done on-site.

### **Work Schedule**

The ESC essentially will make his/her own work schedule, although this work schedule will obviously be dictated in great part by the schedule of the potential clients, which are schools. Although the ESC is his/her own boss, we will ask that s/he be available to work 3 days a week or more in order to adequately cover his/her territory during the pilot phase. Additionally, the ESC will be required to meet via the phone at least bi-weekly (probably weekly at the outset) with the Regional Sales Manager.

This position will be a good fit for an individual who desires to work approximately 3 to 5 hours a day for about 3 – 4 days a week.

### **Compensation**

The Educational Sales Consultant (ESC) will work as an independent contractor. We will likely start the ESC on a draw, receiving a regular paycheck with commissions and bonuses. Eventually, the ESC would work on a commissions-only basis, although some stipends will be provided to cover the cost of travel to potential customers' sites and for any training required by Apperson.

A typical school-level sale should yield from \$180 - \$450 in commission, depending on the products sold. Although Apperson has little experience with selling this product in the field, if our presence at tradeshow is any evidence, the rate of closing will be high.

### **Duration**

To reiterate, Apperson is seeking to initiate this program as a pilot in a few select areas. The pilot is scheduled to start as early as mid-September and is anticipated to last at least through the end of March. ESCs will not be expected to sell during the few weeks corresponding with and surrounding the typical winter holiday observed by schools.

If successful, the pilot will be extended into an established program and successful ESCs will be asked to stay on.

### **Support**

The ESCs will be supported by a strong team 'backbone.' They will be assigned a Regional Sales Manager that will work closely with them to set goals and to close sales. They will also work as a team with the inside sales person assigned to the state they are in. Further, they will be fully supported through the efforts of our marketing department. The Apperson team acts as a family and the ESC will always have support when needed.

### **Contact Us**

For serious inquiries or questions, please contact Jessica Adamson at [jadamson@appersonprint.com](mailto:jadamson@appersonprint.com) or by calling 800.438.0162 x.9240.

## Educational Sales Consultant

The Educational Sales Consultant (ESC) is responsible for generating business in his/her territory by finding and following up with qualified leads within schools and districts. The ESC will also be responsible for further penetrating existing accounts within his/her territory. The ESC will work closely with inside sales and with his/her Regional Sales Manager to identify business opportunities. The ESC will demonstrate Apperson Education Products' products and services to potential customers in an organized and professional manner. When a customer places an order, the ESC will be responsible for collecting purchase orders and order forms and submitting them to an Apperson order entry clerk. The ESC will communicate with the customer and the inside Apperson representative when the account is handed off for internal account management.

### Requirements

The following will be considered the basic requirements expected of any applicant:

- A proven, successful use of technology in a K-12 atmosphere
- Individual must feel comfortable demonstrating the use of software/hardware to K-12 educators and administrators
- Willingness to reach out to educators and administrators via the phone (or in person) in order to obtain meetings to demonstrate hardware and software use
- High degree of comfort using basic technology such as email and the internet and the willingness and ability to learn how to use other technology that may increase productivity (e.g., Customer Resource Management software, virtual meeting software like Elluminate or WebEx)
- Excellent verbal and written communication skills (including the use of email in a professional manner)
- Desire to work part time on a contractual basis
- Willingness to travel 2 – 3 days per week within an approximate 40 mile radius
- Attend weekly or bi-weekly status meeting (no more than 1 hour)
- Good organizational skills
- Willingness to follow-up with leads and prospects (persistence, but not badgering)
- Ability to represent oneself and Apperson in a professional manner and to uphold the company's values
- Neat, tidy appearance and dress (may be required to wear Apperson shirt on sales calls and demonstrations)

### Other (Material) Requirements

The following materials will be required in order to perform on-site demonstrations and other job duties:

- Reliable vehicle
- Phone

We will likely be issuing a laptop and mobile broadband card to each ESC.

### Preferences

- Familiarity with test scoring equipment or test/assessment software and/or hardware
- Familiarity (or willingness to become familiar) with No Child Left Behind
- Familiarity with use of web-based software
- Professional experience in the classroom or at an administrative level