

Sales Manager



London, EC1 / Flexible



Up to £40,000 + bonus



Permanent / Full time



Start date: ASAP

A bit about you...

You enjoy building strong relationships, and love helping to empower potential clients. You have excellent presentation skills and know the importance of attention to detail. You love working with autonomy, whilst being supported by a truly exceptional team. You feel comfortable spinning many plates simultaneously.

A bit about us...

We are a privately owned educational consultancy, registered and headquartered in the UK. Founded in 2012 with the sole objective of empowering schools to have the subject knowledge to teach English effectively through the use of quality children's literature. Culture is key: we have a remarkable bunch of people who have a shared set of principles, philosophies and values. These together are what perpetuate our collective success.

The role...

As Sales Manager, you will be responsible for all new business revenue of the company, initially as an individual contributor but room to grow and manage a team as the offering expands.

Infrastructure

- Work with Consultancy Team and Resources Team to develop a deep understanding of Literacy Tree's products and services
- Work with Management Team to create/refine company growth plans and sales strategies
- Work with Management Team and MarComms Team to create sales and marketing materials and input into marketing content
- Work with Management Team to create a list of prime target client schools, academies and trusts
- Manage sales pipeline through CRM, track sales performance against KPIs and analyse data to identify trends and opportunities
- Review/create appropriate platform demos
- Review/create credentials and intro presentations

- Monitor competition

Engagement

- Establish contact with target schools, academies and trusts through:
 - Personal contacts and referrals
 - Direct contact (e.g. via LinkedIn)
 - Existing Literacy Tree company and personal contacts
 - Event attendance and networking (e.g. BETT Awards)
 - Marketing leads (e.g. from website)
 - Introducer/influencer network
 - In response to enquiries via the website
 - Following up after introductory webinars

Selling

- Develop a good understanding of specific needs, obstacles and opportunities
- Effectively manage all aspects of the sales process:
 - Introductions / Credentials
 - Demos
 - Trial pack user conversions
 - Support with RFI/RFP submissions
 - Lead on all contract negotiations, with Management Team input as required
 - Feedback to Management Team on all learnings (monthly, quarterly, annually reporting as a minimum)
 - Support Consultancy team in upselling to existing clients
- Ensure smooth handovers of clients to team

You'll need to...

- Have 2+ years relevant industry experience or 2+ years general sales experience with an interest in education and willingness to learn
- Have successful experience delivering go-to-market strategy and sales plans
- Have successful experience closing deals
- Have an understanding and successful navigation of sales CRMs (ideally Campus)
- Have successful experience monitoring performance against stated expectations
- Have experience managing key customer relationships
- Be confident in pitching to clients

- Have proven experience working within a small, entrepreneurial company environment (preferable)
- Have in-depth knowledge of the education industry or the willingness to learn (preferable)
- Have experience providing status reports with market and customer feedback to Management Team
- Demonstrate your ability to communicate, present and influence credibly and effectively at all levels of an organisation
- Have excellent written and oral communication skills
- Have a persuasive and confident approach to projects
- Be eligible to live and work in the UK

The Interview Process...

1st round: Screen call with Operations (15 mins)

2nd round: Interview with Co-CEOs (45-60 mins)

3rd round: Presentation and chat with team (15-30 mins)

Why join Literacy Tree...

- Be part of a mission-driven team changing children's lives through literacy and empowering the teachers who make it happen
- Play a pivotal role in shaping the future of a fully boot-strapped company on a strong growth trajectory
- Work side-by-side with the founders, with clear opportunities to grow
- Competitive salary and bonus
- 32 days annual leave plus bank holidays
- Christmas closure
- BUPA Medical and Dental
- Friday lunch in the office
- Flexible working arrangements
- Macbook
- 3x annual all hands with CPD and socials

Flexible working...

We understand work-life balance, this was one of our key factors for founding Literacy Tree! We're neither "remote-first" nor "office-centric". We get some of our best ideas when we spend time together, but having flexibility is important too. While we encourage teams to spend time together in the office, we understand no one size fits all; our approach is flexible to ensure each person and role is tailored



to get the most out of their time. Some roles require in-person training, while other roles can be performed remotely or a hybrid of the two!

Diversity, Equality & Inclusion...

We believe in a friendly and supportive work culture. We are proud to be an equal opportunity workplace: we welcome applications from anyone regardless of age, disability, gender, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships.

How to apply...

Send your CV and a short statement (no more than 150 words) telling us how your knowledge and skills meet the job requirements described in the job description to careers@literacytree.com.