



Position: Sales Account Development Specialist and/or Manager

The Training Associates (TTA) is a fast growing and financially strong company with professional management. We are the world's largest and oldest provider of trainers and trainer delivery solutions. We are currently looking for experienced **Sales Professionals** interested in full-time employment to join our 60+ person home office on Route 9 in Westborough, MA. TTA prides itself on being a dynamic, friendly and EXCITING place to work.

Position Overview:

The Sales Account Development Specialist and/or Manager is responsible for developing his/her territory primarily thru Inside Telephone and email Sales, Client Leads and penetrating existing accounts via:

- Quantities of Efficient and Effective Structured Sales Calls
- Understanding Client Business Needs and Offering our Instructor Solutions
- Sales Tools including TTA CRM, Knowledge Base, Internet, Search engines, etc.

Essential Job Functions:

- Handle all aspects of new business development by identifying and qualifying leads
- Calling on decision makers and properly qualifying within all levels of an organization
- Conducting needs analysis for the placement of IT and Business Skills Instructors
- Conduct timely follow up activity to further penetrate and secure new business
- Utilize consultative and strategic selling techniques to advance the sales cycle and secure orders
- Further penetration of existing accounts at C Level
- Utilize company's customized CRM tool to plan, forecast, manage and execute sales activity
- Combat objections effectively
- Maximize gross margin by effective negotiation
- Update monthly forecasts and key account activity using company's proprietary CRM forecasting tool and monthly reporting
- Understanding and continual learning of our business, offerings and market trends
- Attend and meet with clients at various relevant industry conferences throughout the US

Minimum Requirements:

- Staffing, training, and/or IT experience preferred
- Proven sales ability with a minimum of two years sales experience

- Vertical market expertise is a plus
- Excellent verbal and written communication skills
- Strong organization skills and ability to prioritize
- Outstanding interpersonal skills
- Proficient in MS Office Suite
- Ability to take direction and work independently
- Working knowledge of CRM databases
- Professional demeanor and appearance
- Highly motivated
- Work in a fast paced environment
- Positive attitude
- Team player
- Typing minimum of 40 wpm
- Associates Degree Preferred

Please send resume to: HR@TheTrainingAssociates.com

Learn more at www.TheTrainingAssociates.com