

Head of Sales

Who we're looking for

Our Head of Sales position is designed for an innovative team player who is seeking hands-on experience with a rapidly growing company and is looking to expand their skill set in Executive Sales Leadership.

Yoga Ed. seeks a seasoned Head of Sales who will oversee the outbound & inbound sales strategy inclusive of pitching and closing new K12 clients while building a scalable sales function and team that will help catapult our growth in the United States and beyond. Working with Yoga Ed.'s Co-Founders, you will build on Yoga Ed.'s initial success in acquiring and serving anchor tenant K12 clients across the United States.

In addition, you will work to improve Yoga Ed.'s B2B strategy while independently developing, managing and strategically executing a sales plan that meets or exceeds the revenue goals established around the product offerings of Yoga Ed.'s Mindful Movement Program.

You must have a proven track record in direct sales to K12 school districts and regional consortia (i.e BOCES). You will be responsible for leveraging existing K12 relationships, building a robust pipeline, demonstrating our solution, closing new business and nurturing clients to support upsells and renewals.

You must be self-directed, entrepreneurially-minded, and a leader at heart.

What you will learn and do

Leadership (30%)

- Own the sales process from start to finish by understanding goals and developing strategies to achieve them
- Create and evolve a long-term sales strategy replete with budgets and forecasts.
- Develop sales and marketing strategies in collaboration with sales leadership and marketing support
- Manage department budget that complies with company guidelines and demonstrates fiscal responsibility and judgment
- Build, maintain, and forecast an accurate sales pipeline and log activities in CRM (Salesforce)

Management (30%)

- Provide leadership to direct reports by setting objectives, training and coaching, and monitoring performance to ensure that responsibilities are fulfilled and goals are achieved
- Identify knowledge gaps within the team and develop a plan to fill them
- Create alternative selling strategies that move conversations forward when negotiations have stalled or are "stuck" or when goals are not being met

- Ensure that company quotas and standards are met by holding check-ins with direct reports to set objectives for the day and to monitor progress
- Create Multi-Touch Sales Campaigns (Email, Phone, Social)

Sales (30%)

- Become a content area expert with Yoga Ed. offerings
- Research and understand the Ed Tech competitive landscape to inform sales strategy
- Qualify new sales opportunities by utilizing discovery techniques to understand the budget, decision-maker(s), need(s), timing, and overall fit
- Collaborate in the identification of target schools and school districts as well as mapping of roles and decision-makers within assigned territory
- Develop and nurture customer relationships with key decision-makers including superintendents, district administrators, and school principals
- Set and run custom demos and other meetings with key decision-makers that highlight functionality, value propositions, and differentiators of our products to prospects via Zoom, phone, or in-person presentations
- Negotiate deals to close/won

Cross-Department Support (10%)

- Work closely with Marketing to execute B2B Marketing campaigns that support inbound lead generation.
- Work with the Customer Experience team to ensure fluid onboarding, coordinated implementation and clear evidence of effectiveness in order to drive upsells and renewals.
- Collaborate with product development on new features and functionality to be added in response to client feedback.

What we require

- Thrives in a high-growth, early-stage business
- 5-8 years of hands-on experience in K12 (EdTech ideal) sales
- Strong relationships with K12 School District decision makers
- Proven track record in building and managing a pipeline of new business, with a history of exceeding lead targets
- Understanding of digital learning solutions that advance SEL proficiencies is critical.
- Familiarity with yoga, mindfulness, and health and wellness (a plus)
- Proven experience working independently in a remote work environment
- Excellent computer skills and comprehension of mac OS, iOS, Slack, Google Apps Suite, Salesforce, Outreach, LinkedIn
- Outgoing, confident, friendly, and positive can-do attitude
- Strong verbal and written communicator, with the ability to interact with a variety of stakeholders, using appropriate language for each.
- Be keenly interested in relationship development — you love managing and inspiring people and helping them show up their best.
- Multitasking and organizational skills, with keen attention to detail and time management

Details

This is a full-time position with an average of 40+ hours per week

- Salary: \$110,000 - \$125,000 annually + commission
- Start Date: January 4, 2023
- Office Hours: Monday - Friday 8:30am - 4:30pm CT

Benefits

Yoga Ed. offers the following benefits to full-time employees.

- **Fully or partially remote work**
- **Health, dental, vision insurance with HMSA:** 100% paid
- **Paid Holidays:** All federal holidays are off
- **Vacation hours:** 10 days vacation time (80 hours/year)
- **Sick hours:** 5 days paid sick leave (40 hours/year)
- **Professional development:** A paid annual subscription to Headspace
- **Other perks:** A community of colleagues who will support you every step of the way