

Sales Development Representative

Alma is looking for an SDR to join our Sales team to help accelerate growth.

The Sales Development Representative is responsible for developing and qualifying leads, from initial interest through sales opportunity identification to grow Alma's sales opportunity pipeline.

The ideal candidate is a dynamic self-starter that can partner with Regional Sales Directors in growing territories to make an immediate impact. Experience prospecting in the K-12 district market is preferred.

Responsibilities

- Build and manage lead development pipeline
- Conduct outbound communication (calls and emails) to develop leads, ultimately resulting in sales qualified opportunities
- Qualify all sales leads based upon lead qualification criteria definitions and ensure handoff of qualified opportunities to account owner
- Support regional sales outreach programs, including sending targeted emails and calling campaign to leads
- Provide timely communication after events to drive development of relationships and opportunities
- Collaborate with Regional Sales Directors in assigned territory regularly
- Document and manage all activity in Salesforce.com
- Proactively improve knowledge of Alma Products and Services and relevant education trends and specific regional knowledge
- Some travel required
- Perform other duties as assigned

Skills and abilities

- Excellent communication skills, especially over the phone, with the ability to develop relationships and communicate the value of Alma's solutions
- Advanced virtual environment presentation skills
- Excellent written and verbal communication skills
- Demonstrated skill in establishing sales relationships, managing pipeline and opportunities in CRM system (Salesforce.com)
- Ability to work well on a team of sales professionals, partnering with them to help drive forward lead qualification and pipeline building

Education and experience

- Minimum bachelor's degree in education, business or a related field required
- 1-3 years lead qualification and outbound prospecting experience
- Experience selling to the educational market preferred
- Proven track record at achieving measurable sales goals where lead data was managed in CRM system

Who We Are:

At Alma, we love what we do! We are a team of entrepreneurs and educators. Each team member represents a critical piece in determining the success of our company. As individuals, we take ownership over our roles and responsibilities and drive them until they are done well. As a team, our solutions have both an educational & societal impact and we take that very seriously. Accordingly, we operate with a tremendous amount of mutual respect and accountability. We are nimble, fast-paced, evolving, and determined to make a difference. Our rapid market expansion is an intentional byproduct of this approach.

What We Do:

Students always come first. Period. We are here to improve the education of students. Our focus is on the whole student - we build tools that ultimately help enrich both their intellectual and emotional growth. We do this by empowering the greatest learning resource at schools: educators.

Alma is a modern approach to student information and learning management that supports K-12 administrators, teachers, parents, and students. We are a passionately-driven team with the mission to provide this resource to every school, regardless of their financial constraints.

To Apply: Please send a cover email and resume to Taylor at careers@getalma.com

