

Cengage is seeking an Academic Sales Consultant based in the Gauteng province of South Africa to promote key Cengage products and solutions within higher education institutions.

The ideal candidate is degree educated with a clean driving license. It is desirable that they have a minimum of 2 years field sales experience within the Gauteng province and of course a passion for education!

Applications must be made via this webpage:

[https://cengage.wd5.myworkdayjobs.com/en-US/CengageEMEAcareers/job/Sales-Consultant---South-Africa\\_R2023-1038](https://cengage.wd5.myworkdayjobs.com/en-US/CengageEMEAcareers/job/Sales-Consultant---South-Africa_R2023-1038)

Applications close date: Thursday 30<sup>th</sup> November 2023

## **JOB DESCRIPTION & PERSON SPECIFICATION**

<b>Job Title:</b>	Academic Sales Consultant – South Africa
<b>Business Unit:</b>	Cengage Academic: Higher Ed
<b>Department:</b>	Higher Ed Sales
<b>Reporting to:</b>	South Africa Field Sales Manager
<b>Line Reports:</b>	None
<b>Based:</b>	Home-based in Gauteng province
<b>Date last reviewed:</b>	November 2023

### **Purpose:**

To promote key Cengage products and solutions in Higher Education institutions in the assigned sales territory to maximize revenue and achieve agreed annual sales goal, through all channels but primarily through direct sales of new print and digital adoptions to institutions and academics.

### **Key Accountabilities:**

#### ***Achieve revenue targets for Cengage EMEA within the defined territory***

- Visit key HEIs within the territory to promote all relevant Cengage products and solutions in digital and print format
- Work with the inside sales team to retain and roll all existing business across the territory and upsell to direct/digital where possible
- Identify and close new business opportunities with a particular emphasis on direct and institutional sales and embedding digital content and assessment products in institutions
- Follow up on all qualified new business and upsell opportunities passed over from inside sales team
- Enter customer contact and activity data on Salesforce system in real time and minimally on a daily basis ensuring constant updates and accurate data records for all customers and pipeline opportunities appropriately
- Use Salesforce and market data to plan calling itinerary to optimise efficient use of time and resources

- Liaise with campus bookshops on a regular basis highlighting relevant key new titles, new editions, and promotions and to organise BTU orders
- Organise all price floor exemptions across core subject areas ready for BTU
- Responsible for appropriately sampling push list titles in core subject areas in all Higher Education institutions in the agreed territory

### ***Effectively implement sales and business strategy***

- Identify significant new business and adoption opportunities and plan strategies and tactics to win the business
- Arrange prepare presentations to key faculty decision makers across all levels and department of HEIs
- Work to build department/faculty/institutional level partnerships with key HEIs, based around Cengage direct and digital offerings

### ***Identify and contribute to the genesis of new business development opportunities***

- Pursue all editorial leads and pass these on to the relevant editor/marketing manager.
- Monitor competitor activity across the region, including competitor key adoption activity, sales strategies and personnel

### ***Team Membership***

- Communicate effectively with the SA Sales Manager on territory activities, key issues or opportunities, and competition through comprehensive and punctual weekly and monthly reports

### ***Effectively manage all areas of expenditure within company policy***

- Manage T&E costs effectively by timely planning of travel and cost-effective use of time on customer visits
- Submit expenses regularly in accordance with the expense policy.
- Manage sampling costs effectively by sampling digital copies where possible and minimising unnecessary expenditure on shipping and supply of print copies

### ***Ensure compliance with company and legal regulations in areas relating to all areas of this role – in particular, pricing, returns, and authorisation requirements for contractual or customer obligations***

Be aware of and understand Cengage Code of Business Conduct & Ethics which covers:

- business ethics & practices
- work environment
- legal & compliance

### ***Key Relationships:***

***Internal:*** SA based learning consultants,, UK marketing colleagues, UK based Customer Services, SA Digital Solutions colleagues, SA publishing, UK based inventory and credit control teams.

**External:** Academics/HOD's/ Deans of Faculties, Teaching and Learning Departments/Senior Management on all levels at institutions, students, booksellers and digital aggregators

**Authorisation Limits:**

Not applicable.

**Travel Requirements:**

Flexibility to travel is essential as this role will require travel throughout the territory, and some travel outside the territory for conferences. Travel may also on occasion take place over weekends.

**Essential Role Requirements:**

*Skills/knowledge*

- Excellent interpersonal, negotiation and communication skills
- Must be a highly motivated and well organised individual
- Strong IT proficiency
- Excellent written and verbal communication skills
- Organised and good time management and planning skills
- Strong Microsoft Office, Salesforce, and ERP skills
- To be able to successfully demo all Cengage digital courseware solutions

*Qualifications*

- Degree educated preferred
- Clean driving license

**Desirable Role Requirements:**

*Experience/Achievements*

- 2 years of field sales experience
- Experience of sales in the relevant territories

**Attributes:**

- Dynamic, enthusiastic and articulate